# PRINTERS'

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B. A. I. S. 1916 with N. W. Ayer & Son

# "The eternal feminine doth draw us on" Goethe-Faust

THE Armand Company, Des Moines, make cosmetics of unusual excellence. Armand in the famous little pink-and-white hat box won prompt and wide recognition when the boudoir was still the sanctuary of beauty and ladies made themselves adorable in seclusion.

Times have changed. Make-up is no longer a stage word. Flappers proudly powder their makes in public. Ladies admittedly use rouge.

And so it was decided that facts be faced. If ladies rouge, then let them do it well! If ladies powder, let it be with finesse! The 1926 Armand advertising treats of the modern art of make-up, setting a modern standard for groomed and sophisticated beauty. Fragile blonde—imperious brunette—Titian's rare type—the immortal question of type intrigues the gentle reader and leads her to new thoughts of beauty and of Armand.

Frequent analysis of the trend of the times is a vital necessity for any product that basks in the spotlight of advertising.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





symbol which says better than words that Djer-Kiss products make women lovelier. Expressed photographically, and by famous American and European artists, it is the basic Interrupting Idea of the advertising prepared for the Alfred H. Smith Company, sole distributors of Djer-Kiss, by the Federal Advertising Agency, Inc., of 6 East 39th Street, New York.

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## PRINTERS' INK

fassed weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter use 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

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Vol. CXXXV New York, April 29, 1926 No. 5

### How to Determine Sales Ouotas

An Explanation of What to Do and How to Do It

#### By L. D. H. Weld

Manager, Commercial Research Department, Swift & Company

THE most common method of measuring sales accomplishment is to compare sales for a given period with sales for the corresponding period of the previous year. Many manufacturers and jobbers don't even compare their

sales over a series of years. They are content to compare with the previous year only. This is a rather crude method. If sales for a certain period in a given territory show an increase of 5 per cent or 10 per cent over the previous year, sat-

isfaction is expressed. Little re-

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gard is given to the fact that the territory under review ought to have shown a 30 per cent increase in order to bring it in line with accomplishments in other territories. In other words, a 10 per cent increase may be very unsatisfactory, as measured by trade possibilities or potentialities.

The study of sales quotas is one part of the general movement among manufacturers and distributors to improve their selling methods and to increase the effectiveness of their sales organizations. It falls in the same category as budgetary control, methods of training salesmen, incentive systems for paying salesmen, market research, and trade promotion. An ideal system of sales control

would undoubtedly include these things, and possibly others. Some distributors have made substantial progress along one or two of the lines indicated; very few have thoroughly covered the whole field.

[Editor's Note: An accurate sales quota is not easily developed. There are a dozen and veloped. There are a dozen and one varying factors each of which must be given due consideration. Guessing bees have no place in sales quota determination.

In this article, Mr. Weld, who has had an unusually broad experience in determining sales quotas, points out the problems encountered in this work. He considerable with the contraction of the problems of the contraction of cludes his article with an outline of an exceedingly practical meth-od of arriving at an accurate sales quota.]

Reasons for Determining Quotas:

Primarily, the reason for establishing sales quotas is to give the management a basis for judging the effectiveness of sales operations. Instead of comparing with sales of the previous year, sales quotas make it possible to compare

actual progress with what really ought to be accomplished. In fact, this suggests the definition of a sales quota-the volume of sales that may be reasonably expected, considering size of plant, number of consumers, purchasing power and buying habits of consumers, character of competition, probable business conditions, etc.

But this problem of sales quotas has also been approached from another angle. Many of the most progressive distributors of the country have come to look on the payment of straight salaries to salesmen as an unsatisfactory system. They have been seeking to pay individual salesmen in proportion to their sales accomplish-ments. They find that efficiency is

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attained by holding out some incentive to the salesman to work harder and to cover his territory more intensively and more intelligently.

Quotas for Salesmen:

In the establishment of incentive systems for paying salesmen, it has usually been found that some standard of accomplishment is necessary as a basis. This is the same principle that has been applied so successfully to workers in manufacturing plants. In the case of the individual worker, however, a standard task can be set more accurately than in the case of the salesman. It is possible to use a stop watch in determining the amount of work that the plant employee can be reasonably expected to accomplish. In the case of the salesman, this cannot be done. For the salesman, the sales quota takes the place of the standard task set by scientific managers. Although stop-watch methods cannot be used in fixing sales quotas, a sufficiently near approach can be accomplished for all practical purposes.

There are, then, two main reasons for fixing sales quotas. One is to measure sales accomplishment for the business as a whole, and also by geographical districts. The other is to furnish a standard of accomplishment for individual salesmen as a basis for remunerating them in proportion to their performance. In one sense, the problem of determining quotas for these two purposes is Sales quotas for the identical. business as a whole or for geographical districts certainly ought to tie in with (though not necessarily equal) the sum of the quotas for individual salesmen, but the methods of determining quotas for these two purposes are usually different.

In establishing sales quotas for individual salesmen, it is generally necessary to consider more definitely certain minute details of the individual salesman's list of customers, his past performance, peculiarities of his particular territory, etc. In determining general

sales quotas for geographical districts, other considerations are taken into account, such as population, buying habits, etc., as suggested above. It is with this phase of sales quotas that this article deals.

Scientific Methods Necessary:

It is no easy matter to establish sales quotas scientifically. The study of this subject is in its infancy. Makeshift methods can be used, it is true, which give fairly practical results. It has been a common practice to use some one single measure of consumptive capacity, such as population, or magazine circulation, but it has been found in most cases that one single measure does not yield sufficiently accurate results. The problem is to find the principal factors that determine sales possibilities, and to combine them in such a way as to give each factor its proper weight or importance.

determination of quotas in the most scientific way calls for the use of some of the more advanced statistical methods. It also calls for a vast amount of work. At least, this is true in the case of a large company having a national distribution for its products and having a large number of sales districts. For some companies, the determination of sales quotas may be a fairly easy mat-For example, building permits, alone, may be sufficient for determining the market for certain structural materials; registration of automobiles would furnish the key to the market for tires: population alone would probably be a sufficient measure of bread sales, because of its universal consumption. But for most articles of general household use, the problem becomes intricate.

Although it may develop as sales quota work progresses, that a fair uniformity of method is possible for different companies, the determination of factors to be used will have to be worked out by each individual company. The factors that measure the demand for fertilizer are not the same as those which measure the demand for

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## The Canadian Market

Canada is our second best customer, buying more goods from us than either France or Germany or Italy or Japan or any other nation except Great Britain. 1925 orders amounted to \$647,421,521. 69% of the families own their own homes and 30% have motor cars—a remarkably high percentage when you consider that cars are on the average 50% more costly than in this country. The proximity of the Dominion to the United States enables you to keep a close supervision over all Canadian business activities.

In making plans to enter this important market it should be borne in mind that Canadians have different laws, different customs, different holidays. 28% of the population speak and read principally the French language. Trade situations such as the present movement for price maintenance among the Canadian drug trade, give rise to special merchandising problems. For these and many other reasons it is advisable, in connection with the preparation of your sales and advertising plans, to have the help of Canadian counsel such as is available through our Toronto and Montreal offices.

# THE H.K. MCANN COMPANY Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES SAN FRANCISCO MONTREAL DENVER

corn flakes. In fact, if a company manufactures a line of products, it will probably be necessary to work out separate quotas for each product. The meat packer, for example, will find that there are certain factors affecting the demand for ham and bacon, and that other factors have a controlling influence in measuring the demand for butter.

#### Difficulties Encountered:

One of the principal difficulties in the way of determining sales quotas is lack of data. For most companies which have a national distribution, it is necessary to have data on a county basis. with figures for counties there is trouble because many sales districts cut through county lines. When a company, such as the one that the writer represents, has over 400 branch houses, with most of their tributary territories com-prising parts of counties, the compilation of data is not only difficult, but entails a great amount of work. When data are available by small civil divisions, such as population, it is physically possible to compile figures by sales districts; but it is a laborious job. When the county is the smallest unit for which data are obtainable, many arbitrary apportionments have to be made. Exactness must be sacrificed, but it is generally possible to get a high enough degree of accuracy to answer the purpose.

Perhaps the hardest thing to find is an accurate measure of purchasing power. The circulations of some of the leading magaines, combined, furnish a fair index, but magazines circulate very little among some classes of the population that are heavy consumers of many staple products. At best, magazine circulation is only a rough indicator of purchasing power, only slightly better than population alone, according to rough calculations that the writer has made. What is needed is some fundamental factor that measures purchasing power directly, rather than an imperfect reflection of it in another factor.

#### Income Tax Returns:

The number of income tax returns is faulty as a measure of purchasing power, because the number of returns does not indicate the size of the incomes, and even if the average size of income were the same in all localities there is still the difficulty that purchasing power with the same income varies in different places. A \$3,000 income in New York City. for example, does not represent the same purchasing power as a \$3,000 income in a town of 1,500 people "up State." Here is where the cost of living enters, with rent as the item that varies the most Cost-of-living figures are available relatively few cities and towns. The writer would be glad to know of any means of determining a measure of cost of living by counties.

In compiling income tax figures for the country as a whole, the Internal Revenue Department classifies them minutely by size of income. But by counties, the Government reports only the number under \$5,000, the number between \$5,000 and \$10,000, and the number over \$10,000. This is not a sufficiently detailed classification. It would be a fine thing if the Government would carry out its more minute classification on a Since it has the county basis. data compiled for the country as a whole, it probably would not be such a formidable task to bring them down to a county basis.

It would, of course, be highly desirable to have some more accurate and direct measure of in-Income tax returns are come. received from only a small proportion of all the people in the country, anyway. The National Bureau of Economic Research has made estimates of income by States, and attempts are being made to construct formulas for breaking down State incomes on a county basis. This is a highly promising avenue of approach. But even if this is done successfully, there still remains the difficulty resulting from varying living costs, meaning that incomes by

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## Facts need never be dull

This agency was one of the first to adopt the policy of "Facts first—then Advertising". And it has earned an unusual reputation for sound work.

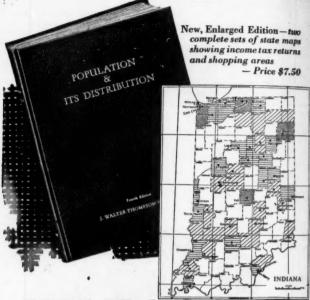
Yet this organization does not, nor has it ever, confused "soundness" with "dullness". It accepts the challenge that successful advertising must compete in interest, not only with other

advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC. 249 Park Avenue. New York City

RICHARDS - Facts First - then Advertising



# 1925 Mid-census population figures

400 pages of Vital Statistics in this New Book for Sales Executives · ·

THE fourth edition of "Population and its Distribution" is just off the press. Since the first edition was published fourteen years ago the demand for accurate market data has become increasingly urgent.

This latest edition has been completely revised and expanded. It contains nearly

400 pages of maps and statistics, many of which have never before been available in book form.

This book contains-

679 Retail Shopping Areas—The retail buying areas of the entire country are given—together with a complete set of maps showing each area according to its commercial rather than political boundaries.

Income Tax Returns — Tables and maps showing tax returns for every county in the United States arranged for ready comparison with population figures for the same county.

Retail and Wholesale Dealers—A new compilation made for this book covering eighteen trades by states and cities—including hardware, grocery, drugs, automotive, etc.

Chain Stores—The number of chain stores in every city over 25,000 is listed.

1925 Population Figures — Latest figures based on state censuses and Federal estimates. The population of cities and towns in each state is grouped according to size. The number of cities in each group and the population of each group can be seen at a glance.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

J. Walter Thompson Company, Research Department 244 Madison Ave., New York City

I enclose \$7.50 for the fourth edition of "Population and Its Distribution."

Nama

Address

### Put Rubber Heels on the Milkman

An Anecdote with a Moral for Every Company Which Plays Up Its Special Service

#### By Humphrey D. Howell

MR. JONES awakened in alarm at exactly four a. m. for the third successive morning. Outside the apartment sounded a barrage of milk bottles sliding into place; a wire basket scraping on the tile; the heavy tramp, tramp of the milkman on his rounds. Mr. Jones reached the door just as the man's head was disappearing downstairs.

"Hey! What's the idea of all

this noise?"

The milkman shifted his cigar from port to starboard and gazed at angry Mr. Jones in astonish-

ment.

"Dumbwaiter's busted," he explained in his best manner, "and the company, always eager to serve the public"—as cribbed from his employer's advertising—"makes us guys climb the stairs to save you a trip to the cellar." With which explanation the milkman, reflecting upon the unreasonable testiness of some people, went on his way

giving noisy service.

How many companies are unknowingly irritating the public with well-meant service? A mild nausea seems to be developing against the overdoing of the service idea. Bankers are being urged to stick to banking and stop planning itineraries for depositors who travel. A large service bureau in New York has tabooed in its correspondence the all-encompassing invitation: "Is there not some further service we can render you?"

Why this revulsion against service? Why have wise business executives begun to soft pedal service, where only a short while ago they were spreading it on like

molasses?

The writer, who has sold and given away all sorts of service throughout the country, thinks that, generally, service is rendered

to the accompaniment of too much A business man asks a question and receives a library Then, at regular intervals, he is reminded of his obligation in this manner: "You inquired as to the ratio of advertising to sales, in your letter of the twelfth, and in reply we were very pleased to send you on the twentieth excerpts from the experience of 500 companies in your line of business. We have had no acknowledgment and we have been wondering if the information was just what you desired. If not, will you kindly tell us, in order that we may continue our survey which we have made in your interest?"

The man who is followed up that way cannot help feeling embarrassed at being reminded of his failure to acknowledge a service he had been educated to accept as a matter of course. So he dictates a bread-and-butter note of appreciation, though he has probably not had time to digest all of the material, and his unconscious mind resolves not to let him get in the predicament again, which means that he probably will not ask for

information again.

But he is not to escape so easily. Another tender of service follows in a week or so and if he does moreply, along comes a third follow-up, worded in honeyed phrases, reproachful in tone, indicative of the deep sorrow his silence is causing the department dispensing the service.

#### TOO MUCH SERVICE

A certain amount of service is good, but beyond the saturation point it becomes cheap and finally causes the annoyance that is worrying thoughtful business me today. How can this satiation is warded off without actually pulling the emergency brake and po-

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ich

the

More Than One Half Million Wisconsin Readers Every Day

# Making Them Famous in Milwaukee---

THESE popular beverages were advertised exclusively in The Milwaukee Journal during 1925 to sell this market at the lowest possible advertising cost per sales

Salada Tea Green Riven Hostess Coffe Braumeister N Thos. J. Webler Maxwell-Hous Puritan Male

Sile Spray GUINGER

Successful advertisers in all lines know from experience that this one newspaper alone thoroughly covers and sells the rich Milwaukee-Wisconsin market—

# The Milwaukee Journal

FIRST-by Merit

sibly throwing a good thing through the windshield?

My suggestion would be to put rubber heels on the milkman. Stop offering unrestricted service; stop writing service follow-ups; stop sending libraries in response to single questions that can be answered in a paragraph; in a word, hold service at a premium, something to be asked for and valued when received!

There is no doubt that service is good advertising, provided it is appreciated. But who can appreciate a triple coating of sugar that spoils the cake?

It is only natural that I shouldbe biased in favor of the methods of the company with which I am associated, but, nevertheless, I have it from hundreds of executives I interviewed that our service is easy to take. We have a staff of trained men and women, each an expert in his or her calling, employed to reply to specific in-These inquiries, when quiries. sufficiently broad in scope to appeal to others, are answered in report form and described in our monthly bulletin. Following the circulation of the bulletin come numerous requests for copies of reports, which are sent promptly with a brief, businesslike offer to pursue the subject further if the inquirer so desires.

That is all. There is no followup; there is no noise; the recipient is not requested nor expected to write a flowery acknowledgement. He asked for something; he has it; nothing more is done, unless he takes the initiative and writes again. That is what I call good service, within the bounds of reason, in no danger of crowding the saturation point.

A further feature is our looking-ahead studies, in which the staff members are endeavoring systematically to anticipate the popular trend in their respective lines of effort, in order not only to meet the demand when it comes, but actually to create advance interest. In this field, we have been successful, yet the same soft pedal is applied. Each step is announced in our bulletin, and those who de-

sire the service ask for it, thereby indicating their interest. When they receive it, they are not pursued to write flattering testimonials, nor are they beseeched to send in further requests. Figuratively, we say: "Here it is, if you want it." And that is why, in my opinion, our department is expanding while many others are retrenching and wondering why their tenders of service fall on bored ears.

#### Joint Campaign for Irish and Scottish Linen Damasks

The Irish and Scottish Linen Damask Guild, Inc., has been formed, Damask Guild, Inc., has been formed, with headquarters at New York, to promote the interests in the United States of the linen damask industry of Ireland and Scotland. The Guild will direct a co-operative advertising can-paign for thirty Irish and Scottish man-ufacturers of linen damask table cloths

and napkins.

Plans call for the use of magazines,

Plans call for the use of magazines, business papers and newspapers. In addition, the Guild will carry on a program of sales promotion and dealer service, which will include the publication of an association organ for the manufacturers and their distributors.

William J. Pugh, of McCrum, Watson and Mercer, is president of the Guild. Alfred T. Brown, previously director of advertising of Ireland Brothers, will be associated with the Guild in a similar capacity.

Hommann, Tarcher & Cornell, Inc., New York advertising agency, has been appointed advertising counsel.

#### L. L. Woodward, President, Autocar Company

L. L. Woodward has been elected president of The Autocar Company, Arience, Pa., succeeding David S. Ludlum, resigned. Mr. Woodward continus as president of FitzGibbon & Crisp, Inc., Trenton, N. J., manufacturer of commercial automobile bodies, a position he has held for thirteen years.

### C. M. Woolley Heads

American Radiator Company Clarence M. Woolley, chairman of the board of directors of the American Radiator Company, New York, Arcola heaters, Arco boilers, etc., has, in ad-dition, been elected president. He sucdition, been elected president. He a

#### Kolynos Account with Reimers & Osborn

The Kolynos Company, Inc., New Haven, Conn., manufacturer of Kolynos dental cream, has appointed Reimers & Osborn, Inc., New York advertising agency, to direct its advertising account

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# Figures Which Indicate Prosperity

The number of bank depositors in Rhode Island has increased 54 PERCENT in the past ten years.

The population of Rhode Island has increased 14 PERCENT in the past ten years.

In 1915 the average amount of deposit for each savings bank depositor in Rhode Island was \$633.89.

In 1925 it had increased to \$774.45.

To reach this prosperous market advertisers use

# The Providence Journal

and

# The Evening Bulletin

Circulation

105,000 Net Paid

Providence Journal Company
Providence, R. I.

Representatives

Chas. H. Eddy Co.

Boston New York Chicago San Francisco Los Angeles Seattle

# Here Is the Automotive Industry's 1926 "Follow-Up" in Chicago

1926 automotive sales in Chicago promise to run well ahead of 1925, a year in which all records were broken. Here are noteworthy facts bearing upon this growth of sales:

In 1925, when the total advertising of cars and trucks in Chicago newspapers was increased 16% over 1924, the increase in The Chicago Daily News was 40%. Including accessories the increase for all papers was 11%, and for The Daily News 30%.

In the first three months of 1926 the total Chicago newspaper advertising of cars and trucks was increased about 40% over the same period of 1925, while the increase in The Chicago Daily News was 80%. With accessories included the increase for all papers was 35%, while the increase in The Chicago Daily News was 59%.

Sales of automobiles in Cook County (exclusive of Fords) in 1925 increased about 18% over 1924. Reports from the dealers indicate that sales in 1926 are running well ahead of 1925. The concentration of automotive advertising in The Daily News, the family newspaper which Chicago people read habitually, is paying the automotive industry as remarkably as it pays Chicago advertisers in other lines.\*

# THE CHICAGOA

\*The Daily News leads Chicago daily papers in both automotive display advertising and total display advertising. The record for the first three months of 1926 is:

The Next

THE DAILY NEWS FIRST IN CHICAGO



## GDAILY NEWS

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Automotive Display Advertising
The Daily News 249,689 lines
Next paper

201,292 lines
Total Display Advertising
The Daily News 4,144,773 lines
Next paper
3,409,471 lines

products



THE Oklahoma Farmer-Stockman offered \$1,000 in prizes to Oklahoma farmers who produce the most cotton from five-acre tracts during 1926. Oklahoma-like, the business men all over this state have entered heartily into the idea and put up supplemental prizes which bring the total prize money to more than \$25,000 in cash. Oklahoma farmers are entering this state-wide contest

The idea of "More cotton on fewer acres" is making even better farmers in Oklahoma—it is focusing interest more than ever on the use and advantages of fertilizers, and will naturally result in a wider demand for implements and advertised products generally. Utilize this demand . . . advertise to Oklahoma farmers through the state's one farm paper, the Oklahoma Farmer-Stockman!

Carl Williams Editor G-OKLAHOMA
FABRIER-STEKMAN
Oklahoma City

Ralph Miller adu Mgr

E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago Detroit

by the hundreds!

Kansas City

Atlanta

San Francisco

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## What About the Cash-and-Carry Jobber Today?

He Has Found His Niche in the Scheme of Distribution and Is Apparently Here to Stay-Will Not Usurp the Place of the Old-Time Jobber

#### By Jesse Calvin

A FEW years ago the cash-and-carry wholesale grocer came into being. Almost coincident with his coming two groups of critics

One group praised the cash-andcarry jobber to the skies, set him down as the saviour of the retailer and foretold that within a short time he would not only wipe out the old-line jobber but the chain store as well, sending all the business back again to the individual retailer.

The other group pointed out that the cash-and-carry jobber rendered no service, could take care only of the nearby retailers, could not provide credit service and, when all was said and done, could stay in business only while the retailer felt like coming to his particular place to buy.

The developments of the last few years have proved that neither group of extremists was right. The cash-and-carry jobber is not sweeping the country. Neither is he disappearing from

the picture.

It reminds one of the time when the chain-store systems began to emerge from the common mass. In those days, there were two schools of opinion. One prophe-sied that soon the chains would control and dominate the entire business in the country. other group was equally emphatic in assuring anyone who would listen that the chain-store idea was wrong in theory and would fail in practice and that the manufacturer who took the chains as direct customers was merely flirting with some temporary business which would be short lived at best.

The cash-and-carry jobbers are not putting all the old-line jobbers and chains out of business nor are

they in turn being crushed and swept away. Developments during the last year to two years have proved that the cash-and-carry jobbing system has its limitations. It is quite evident that no single system is going to take care adequately of the entire country's

Quite plainly, the cash-and-carry jobber cannot maintain himself in business in localities where there are not enough nearby retailers. who will come for their goods and bring the cash with them. In districts where the population is widely scattered and stores correspondingly far apart, the cash-and-carry jobber naturally has a hard time. He can resort to sending out price lists, getting the dealers to order by mail and send in the cash with the order or he can have the retailers arrange for standing balances in the way of funds and they can phone their orders. But then the jobber ceases to be a true cash-and-carry jobber and becomes one of the mailorder variety. While, here and there, a mail-order jobber is successful, his success is not due so much to the system itself as to the personality and the individuality of the jobber.

#### CATERING TO DIFFERENT CONSUMERS

It has been demonstrated that the cash-and-carry jobber can exist alongside of the old-line jobber because each serves a different type of retailer, who in turn serves different types of consumers. cash-and-carry retailer can exist in the same block with the highest development of service retailer because each caters to a different type of consuming trade. Customers who will "walk a mile for a Camel" and carry a basket to

save a few cents will ignore the service store, just as the consumer who desires to phone for a loaf of bread, have it delivered and charged, will most assuredly ignore the cash-and-carry retailer. The service retailer who caters to the consuming public of the latter class requires a wholesaling service which supplies a certain type of merchandise and provides what amounts to a banking service. The retailer who conducts his business on the cash-and-carry principle, requires, in turn, the service of a similar type of jobber.

The cash-and-carry jobber is not a cause, but rather an effect.

When there were, on the one hand, old-line jobbers and service retailers and, on the other hand, chain stores operating largely on the cash-and-carry principle, the difference between the two in the cost of doing business was so great that the consuming public found it hard to understand. The belief was general that this cost difference must be due to a willingness on the part of the chain store to take a lower profit, plus the ability on the part of the chain to buy more cheaply. The chain store quoted prices which the individual merchant could not, or would not, meet. Added to that was the fact that the method of credit and delivery of the service retailer resulted in a fixed overhead he could not ignore. In addition to this was the habit he had formed of carrying many more brands than he really needed and a stock much too large, based on its gross volume. Now, in between these two types of merchants - the chain store on the one hand and the oldline jobber and retailer on the other-there developed the individual merchant who had had chain-store experience or who had adopted chain-store methods. These retailers were rapidly developing a retailing system as economical as that developed by many chain stores, but their problem was critical when it came to buying. The old-line jobbers had business methods to which they clung tenaciously. Here and there one of them would deliberately make prices to

this newer type of retailers. Then there was the constant threat on the part of these retailers to buy direct from the manufacturer and enjoy a jobbing cost.

Then came the first cash-andcarry jobbers, planned and brought into existence for the purpose of supplying retailers who could and would do business for cash and haul their own merchandise

#### A CHAIN-STORE INVASION

One of the earliest of these houses and still one of the most successful ones is the Baltimore Wholesale Grocery Company. This representative cash-and-carry jobber is the outgrowth of an oldjobbing house, Baltimore developed years ago an expensive method of doing business. Retailing and wholesaling, along the old lines, were costly. It made Baltimore an ideal city for the introduction of the chain store. Almost before they realized it, the oldwholesalers and retailers found themselves almost swept out of existence. Then, when they came to analyze their condition, it became evident that they were out of tune with the merchandising methods many of their customers wanted. So the Baltimore Wholesale Grocery Company announced a cash-and-carry price list. The elimination of credit and of delivery and of a general sales force cut down the cost of doing business to the point where a profit could be made in selling at prices which would enable the efficient retailer to be in line with the general scale of chain-store prices.

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This does not mean that the individual retailer is automatically able to oust his chain-store competitor—far from it. But it has meant that an individual retailer, who is as good a merchant as his chain-store competitor, can exist and do business alongside the chain-store unit. It has been demonstrated that both have advantages. More than likely the chain-store unit has the benefit of supervision and expert guidance which enable it to provide a service and merchandise possibly a step or two ahead of what the in-

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dividual retailer will select. On the other hand, the individual retailer has the personality advantage which the chain-store manager is not so apt to possess.

The great disadvantage of inability to buy standard merchandise at the bottom price has been removed for the individual retailer by the development of the cashand-carry jobber.

### THE SITUATION ON THE PACIFIC COAST

On the Pacific Coast, the wholesale and retail trade had a splendid opportunity to watch and study the growth of chain stores and change their methods accordingly. While the chain store has there been brought to a high state of development, the wholesale and retail trade has rapidly followed the methods the chains have introduced.

Los Angeles has witnessed the coming of a veritable flock of cash-and-carry jobbers—some the offspring of old-line jobbers and others of independent parentage. That city has been the scene of the greatest development of the chain stores on the Pacific Coast, but it has also witnessed the greatest development of the cash-and-carry jobbers, indicating the ability of the individual merchant to adapt himself to changing conditions and to adopt methods which promise success.

San Francisco has an outstanding cash-and-carry success owned by one of the largest of the oldline jobbers. Sacramento has an equally interesting cash-and-carry jobbing house, unique in at least one respect. It is owned jointly by the leading old-line jobbers of Sacramento. The Sacramento retailer consequently, is in position to choose between the two methods of operating his own business and the two methods of buying. He can buy on terms as heretofore and have the most complete and thorough delivery service with helpful salesmen calling upon him. Or, if competitive conditions or the requirements of his locality warrant it, he can operate a cashand-carry retail business and buy

accordingly. In many instances a retailer uses both forms of jobber; he buys many of his lines on credit and gets a full service, while once or twice a week he may send his truck and a check to get a load of staples at rock-bottom prices, with which he may put on a Saturday sale which attracts the women folk for miles around.

I might mention the great array of cash-and-carry jobbing houses in Chicago. Randolph Street is a picturesque bedlam in those blocks where they are located. Large and small auto trucks, horse-drawn vehicles, push carts, wheelbarrows crowd and jostle one another in a mad whirl. Merchants or their clerks or, in some cases, their womenfolk come here to bargain in a score of languages and dialects. But all of these and others would be merely added examples.

One may feel sure that the cashand-carry jobbers will increase in number and strength. But it is quite safe to suggest that the new ones will in most cases be either old-line service jobbers changing over or else old-line established jobbers opening cash-and-carry houses for such of their trade as require them.

The trends and developments of the last few years have been perfectly normal. During the process of development, certain cash-and-carry ventures have failed, but those failures have been no more numerous than attend the early development of any new line of business. In some instances they resulted from a desire to sell too closely. In others, they resulted from the inexperience of the operator who looked upon the business as a "get-rich-quick" scheme. In still others, the men who started them had an entirely mistaken idea as to the amount of capital and experience required. These are common causes of failure in any new industry. There are, in most large markets, real opportunities for the man who is in the cashand-carry jobbing business, and those opportunities exist without prejudice to any of the other established methods of distribution.

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#### American Agents and Latin American Publishers Meet

Pan-American Publishers Are Told of the Progress Already Made and the Barriers That Still Exist in the Development of American Advertising in Central and South America.

A MERICAN advertising agencies expect and look forward to an increasing amount of business with publications in Central and South America. The everincreasing amount of commerce that is being done between the United States and South America is the basis of this expectation.

An opportunity to tell Pan-American publishers and editors of this expectation was afforded American advertising agents last week. The occasion was a breakfast given to delegates from the Latin American republics to the Pan-American Congress of Journalists by the American Association of Advertising Agencies at New York.

Roy S. Durstine, as president of the agency association, gave the Latin-American a clear and concise picture of what an American advertising agency is and what it James O'Shaughnessey, secretary of the association, related the efforts that have already been made by the association to gather at its headquarters office all possible information concerning the advertising mediums and markets of Latin America. What had been obtained, O'Shaughnessey made clear, was the result of initiative on the part of Americans. The next development is in the hands of the Latin-American publisher, he declared. It is to him, Mr. O'Shaughnessey continued, that we must look for the information on circulation and markets which will make our files complete. "When that has come," he concluded, "then the American advertising agent can lead American manufacturers into America with confidence."

A sign that there would be such

development was plain in an address made by Dr. Jorge Mitre. publisher of La Nacion, of Buenos Aires. Dr. Mitre told of endeavors he had made to have the Audit Bureau of Circulations audit the circulation of his publication; of its interest in the subject; of its inability to act because its operations were geographically limited, and finally made the suggestion that there would be developed in Latin-American countries a counterpart of the Audit Bureau of Circula-

Another barrier to the development of American advertising that is equally as important as lack of verified circulation information, is the habit of charging a much higher advertising rate on business from foreign countries. Dr. Mitre replied also to that point. Such discrimination he labelled as "unwise," and showed that at least in the case of La Nacion it had been definitely ended.

The Latin-American editors were not required to listen to addresses on advertising only at this breakfast. There were two American speakers who represented the editorial side of American publishing: J. H. Furay, vice-president, in charge of foreign services for the United Press Association, and Kent Cooper, general manager of the Associated Press.

J. W. Sanger, director of foreign service for Frank Seaman, Inc., presided. Joseph A. Richards, Frank Seaman and Frank Presbrey, as members of a special reception committee, arranged the breakfast and the program that followed.

## Appoints Cone, Rothenberg & Noee

The Knoxville, Tenn., Journal has appointed Cone, Rothenberg & Noee, Inc., publishers' representative, as advertising representative for the North and West.

#### H. A. Henry Joins St. Paul Agency

Harlan A. Henry has joined David Incorporated, St. Paul, Minn., advertising agency, as an account executive. 136

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## America's Twenty Largest Daily Newspapers

The following circulation figures were furnished by The STANDARD RATE AND DATA SERVICE of Chicago, a national authority on newspaper circulations, and are based on U. S. Post Office and Audit Bureau of Circulations reports for the six months' period ending September 30, 1925.

Chicago Tribune					658,948
New York Journal					635,805
*Philadelphia Bullet	in				520,072
Chicago American			. >		441,227
Chicago Daily New	78				387,284
Boston Post .					378,587
Chicago Herald-Ex	amin	er -			363,162
New York Times					350,406
New York World (	Even	ing)			311,450
Philadelphia Inquir					287,157
Detroit News .					285,860
N. Y. Herald-Tribu					281,672
					254,189
** ** * 1					251,368
98 601 60					244,950
tra I come					228,636
St. Louis Globe-Den					226,579
					223,810
Cleveland Press	-				211,210
St. Louis Post-Dispa		•			207,894
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\*From the above tabulation, it may be seen that the circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in America.

Since the publication of the above figures the circulation of The Evening Bulletin has steadily increased. The average daily sales for the entire year 1925 were 524,662 copies a day. For January, 1926, they were 534,370, for February, 543,960, and for March they were 551,378 copies a day.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroil—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette-Boulevard
Sas Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1926-Bulletin Company)

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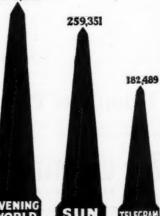
## 696,447

The Official Sworn Statements of Net Paid Circulation made by New York Evening Newspapers to U. S. Post Office for six months ending March 31, 1926:

Evening Copies 696,477 **Journal** 

294,442 Daily Evening World, 259,351 Daily Evening Sun, Evening Telegram, 182,489 Daily Evening Post, 35,525 Daily

294,442



TELEGRAM

35,515



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# Overwhelming Home Circulation

—Of the Most Powerful Sales Weapon in the New York Market

Every day during the past six months 696,447 people bought the New York Evening Journal—at 3c a copy daily, 5c Saturdays—and carried it home where it is read by over 2,000,000 men, women and children.

For 27 consecutive years the New York Evening Journal has had the largest evening circulation in America—for 12 consecutive years it has led all New York evening newspapers in volume of advertising printed.

The New York Evening Journal is purchased by 46 out of every 100 people who buy any New York evening newspaper—and has the LARGEST QUANTITY OF QUALITY CIRCULATION going into the homes of Metropolitan New York.

Every day the home circulation of the Evening Journal IS:

402,005 More Than Evening World

437,096 More Than Evening Sun

513,958 More Than Telegram

660,922 More Than Evening Post

142,654 More Than Evening World and Evening Sun combined!

The Net Paid Circulation of the

NEW YORK EVENING JOURNAL

for March 1926, was

711,706 Copies a Day

and at 3c a copy daily-5c on Saturdays

# Detroit News Also Preferred by Church Advertisers

SATURDAY after Saturday The Detroit News carries the religious announcements of the leading churches of Detroit. About 80 churches take this means of letting the Detroit public know where to worship—twice as many as use any other Detroit newspaper.

This is significant, for it indicates that the churches have found the Saturday issue of The News to be an effective medium—a fact which is emphasized by circulation figures. There is no noticeable falling off in the circulation of the Saturday issue due to its being home delivered and paid for by the week.

The thorough home coverage of The News which has given it the advertising supremacy of America again and again is no less effective on Saturday, as church advertisers have discovered.

The stable home circulation which makes The News so valuable for church announcements is equally valuable for the national advertiser in this great and rich market. Make use of it.

The Detroit News

## How Manufacturers May Help Raise Level of Retail Advertising

Right Average of Shake-the-Tree and Institutional Presentations Not Yet Reached

#### By G. A. Nichols

A CHICAGO advertising agent, visiting a Mississippi River city recently, asked the leading newspaper publisher this question:

"What proportion of your retail store advertisers are getting satisfactory results from the space they use in your newspaper?"

"About half, I should say—perhaps somewhat more than that," the publisher replied.

The figure did not surprise the agent, although he hardly expected

so frank a reply.

What is the matter with the other half and how shall the trouble be remedied?

If this question is answered correctly and fearlessly, a serious drag on the country's advertising as a whole will be uncovered.

The specific instance mentioned here is only typical. The same condition with variations might be encountered, and doubtless exists, in every town in the country important enough to have a newspaper, ranging all the way from the great metropolitan dailies down to the rural weekly printed on a Washington hand press.

The percentage of unsatisfactory results, of course, is lower in the cities and grows proportionately higher with the decreasing size of the community.

But, taken on an average, the proportion mentioned by the Western publisher is not a great way from representing the average in the country as a whole.

Retail advertising, comparatively speaking, is falling down on the job, thereby placing a crushing handicap upon distribution and causing a good part of the manufacturer's general advertising outlay to be wasted.

Why?

The advertiser who does not know what he is talking about might be disposed to criticise mediums. In so doing he would be just about as far from the real truth as it is possible to get.

Mediums of all kinds are vastly better than they were ten years ago or even five years ago. This is especially true of the daily newspapers.

#### NEWSPAPERS HAVE IMPROVED IN MANY WAYS

"The newspaper," the advertising agent mentioned above correctly remarks, "has improved tremendously in just about every respect you want to mention. Go through a long list of metropolitan newspapers and you will find perfect typography and high editorial and business standards. The writing is immeasurably better than formerly. There are more special features, more cable news, more of everything. That makes the newspaper more interesting and valuable to its readers. A great deal is said these days about The American people service. have grown so accustomed to the service given them by their newspapers that they accept it as a matter of course and with little comment. But this service today is greater and more valuable than

"All this means that the newspaper is more closely read today than has been the case at any previous time. Its circulation is larger and its influence on the daily lives of the American people stronger. This influence naturally and inevitably extends to their buying habits."

As an advertising medium, then, the newspaper has grown as it has in other respects. The retailer ought to be able to find in it almost an ideal vehicle for carrying his message to his customers. And yet here is the publisher in the Mississippi River town openly admitting that approximately half of his retail advertisers are not getting as good results as a combination of their merchandise and his space should give them a right to expect.

If the trouble were with the medium, then the half that do get good results from their advertising doubtless would have another story to tell. If a thing works satisfactorily for one, it will perform similarly for another under the same condition. The difference, of course, is in the manner of application. Outlet in a town is the same for all. There is no wide difference in the quality of the merchandise offered by the leading stores of a town. When, therefore, a dealer gets less benefit from his newspaper advertising than is got by his competitor down the street, it naturally follows that there is something wrong with his advertising.

And the defect causing the advertising to fall short usually is that it has too much of the shake-the-tree element and not enough of the institutional.

In other words, the force of the advertising is directed primarily to insure the selling of specific merchandise and not enough toward getting people into the store.

Where is the dividing line between shake-the-tree and institutional advertising? How much of each should be utilized so as to make up a really effective presentation?

The manufacturer who can answer this question correctly and present it to the retailer in the right light will be doing something worth talking about. He will have found the answer for a long list of his present troubles, not the least of which is his difficulty in persuading the retailer to make sufficient use of the manufacturer's facilities in helping him sell his goods.

Many progressive retailers, large

and small, have found the answer already.

And they figured it out for themselves in spite of, rather than because of, the teachings and aid offered them by manufacturers and jobbers.

These stores have gradually worked themselves into a position where at least 75 per cent of their advertising message is institutional. Looking at their advertising as a whole, it would be nearly correct to put the mark at 100 per cent. The store is the general theme of the advertising, with the merchandise more or less incidental.

#### MARSHALL FIELD'S METHODS WORTHY OF STUDY

It is quite the fashion, in writing about retail store conditions, to mention Marshall Field & Company. This article is no exception. Producers of merchandise would do well indeed if they would study more closely the merchandising methods of this establishment. The management of that store not only knows how to run a store, how to stock it, but also how to advertise it.

It is a common thing for Chicago newspapers to contain full pages of Marshall Field advertising in which not a single price, or even a specific item of merchandise, may be mentioned. The whole story is the store, the store. And even when merchandise is featured, back of it all is a strong presentation of Field's buying facilities or some other feature of the organization designed to make people receptive.

The result is that the store can advertise the same merchandise, and get more actual business out of a newspaper advertisement than another advertisement of similar size in the same newspaper can bring to a competitor—that is, proportionately greater, allowing for the difference in the size of the two stores.

The answer is to be found in the fact that the Field store does not try to make its advertising sell merchandise. It wants the advertising to bring people into the store—to draw them and the goods

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Do you suppose that local merchants would buy, year after year, two or three times as much space in The Indianapolis News, at two or three times as much per line, unless they got more results per dollar than either one of its daily contemporaries can give?

FRANK T. CARROLL
Advertising Director

New York
DAN A. CARROLL
110 E. 42d St.

Chicago '
J. E. Lutz
The Tower Bldg.

together. Then the selling process will have a fair chance.

There is not a thing new about this. Yet, from the way it is neglected or overlooked in all branches of advertising—especially that of the retail store—one would think it is a priceless principle known only to a favored few.

It is perhaps not so very remarkable after all that manufacturers should give relatively so little attention to what might be termed the come-to-market angle in retail For some of them advertising manifest precisely the same lack of vision in the advertising they do to the retailer They have not fully realized the change in buying habits wherein the dealer makes more frequent trips to market than ever before. Hence they continue to use their business-paper space to try to shake down a little immediate business rather than to bring the retailer into contact with their main stocks

Certain service departments have succeeded in visualizing this principle to an extent. The result is to be seen in more of a tendency to help the retailer to do advertising that will sell his goods in general, instead of putting all the emphasis upon the commodities that may be supplied him by the manufacturer who extends the advertising help. But as yet this change, welcome and promising though it is, is little more than a gesture.

It takes real vision, and perhaps not a little courage, for a manufacturer to make the retailer's store, rather than his own merchandise, the theme of his best and most thoughtful service efforts. But his reward will be correspondingly great.

The retailer needs and wants ideas now that will help him advertise his store. Some retailers do not realize the need and many others do. Those who do, are often unable to put their thoughts into effect. They are looking in vain for help from manufacturers and jobbers. And every dealer will of course be receptive to suggestions looking toward advertising his store as a whole.

When the man who makes mer-

chandise can get to be big enough to help his dealers advertise it in a way that may promote the selling of his competitor's goods also, retail advertising will at last be on the right track. When it is, all advertising is going to yield in greater proportion. In the retail store is to be found the chief weakness of the advertising struc-And it is not gaining ture. strength verv rapidly. because manufacturers apparently want to shake the tree rather than institutionalize. They want the results of their advertising to come at oncean impossible ambition but a widely entertained one

After his conversation with the newspaper publisher in the Missispip River town, the advertising agent went to see the president of one of the local banks. He learned something that was rather strange coming from a banker, but none the less inspiring.

"It may be a coincidence," the banker said, "but the newspaper advertisers in this town who talk the most about their stores are the ones who have the best financial standing. I don't pretend to explain it but it is so. Go through this newspaper here, remembering what I have said, and you can pick out for yourself the dealers who have the highest credit standing and are on the best terms with their bankers."

The reason is apparent.

The dealers who do this kind of newspaper advertising sell the most merchandise.

### Thorne Smith with Doremus

Agency
Thorne Smith has joined the staff of
Doremus & Company, New York advertising agency. He has been with Edwin Bird Wilson, Inc., and the Frank
Presbrey Company, both of New York.
More recently he has been with the
Harry C. Michaels Company.

#### Appoint R. J. Bidwell Company

The St. Paul, Minn., Daily News and the Omaha, Nebr., Daily News have appointed the R. J. Bidwell Company, publishers' representative, as their advertising representative for the territory west of Denver.

# MERALDING A <u>N E W</u>\* SELLING SEASON

Overcoming the summer slump

Harper's Bazar promotes the hot weather mode long wanted by the fashionable women of America, thus aiding the National Garment Retailers' Association in overcoming summer buying indifference.

What has been done for the world of fashion can be applied to business in general. Your advertisement in the June issue connects you definitely with the sales momentum already rolled up by the Summer Fashion Movement.

There is still time to catch the June issue—if you telegraph!



NEW—The Summer Season—long neglected in America, but now realized as profitable, if short.

## Harper's Bazar

119 West 40th Street

New York

# Business B official A-B-C

You have been reading about Business Boston—made up of 40 separate towns. Newton and Cambridge and Brookline and other towns have been offered as examples of the fact that Business Boston has tremendous advertising possibilities. Below is given a list of the towns embracing Business Boston, with their populations.

NEWTON WELLESLEY CAMBRIDGE MEDFORD WINTHROP BRAINTREE	. 9,049 . 119,669 . 47,627 . 16,158 . 13,193
WELLESLEY CAMBRIDGE MEDFORD WINTHROP	. 9,049 . 119,669 . 47,627 . 16,158 . 13,193
CAMBRIDGE	. 119,669 . 47,627 . 16,158 . 13,193
WINTHROP	16,158
***************************************	. 13,193
BRAINTREE	
	20.165
MELROSE	
MILTON	
STONEHAM	
BROOKLINE	
BELMONT	
NEEDHAM	
WEYMOUTH	
ARLINGTON	
WALTHAM	
REVERE	
WATERTOWN	
QUINCY	
MALDEN	
EVERETT	
SOMERVILLE	
CHELSEA	
WINCHESTER	
SWAMPSCOTT	
DEDHAM	
WAKEFIELD	
WOBURN	
LYNN	103,021

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HINGHA	M						,								6,158
COHASSI	Ē,	r										۰			2,913
NAHANT				0				0	4						1,630
WESTON															
WESTW0	10	H	D				,				 				1,706
CANTON					 										5,896
SAUGUS						, .		۰							12,743
															1,044
HULL .													٠		2,652
BOSTON		٠													779.620



**BOSTON HERALD-TRAVELER** 



# Boston is the city of Boston

The census Boston is not the advertisers' Boston—not Business Boston.

Business Boston includes all that rich, populous territory which surrounds the old Boston but which is yet within half an hour's ride—fifteen miles—from the center of the city. This is the Boston which is taken into account by the Audit Bureau of Circulations in computing city circulation of the Boston newspapers. This area, which contains a population of nearly two millions, is also the Chamber of Commerce Boston.

Business Boston contains more people per square mile than any other city in the country, New York excepted.

Think of Boston in that way—as Business Boston. The fourth richest market in this country!

And make your advertising appropriation accordingly.

#### But consider this unique division

The Boston market is unique in this respect: It is a divided market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. They think differently, feel differently, and read different newspapers. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both these great population groups, you must use at

To sell both these great population groups, you must use at least two newspapers, and one of these must be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only. The other three major Boston newspapers all appeal to the other population group.

Let us tell you more about this peculiar Boston situation. Write today for our booklet "Business Boston." You'll find it full of surprising and important information. A request under your business letterhead will bring it promptly.

### **BOSTON HERALD-TRAVELER**

Advertising representative: George A. McDevitt Co., 250 Park Avenue, New York, N. Y. 914 Peeple's Gas Bidg., Chicage, Ili.



For five years the Herald-Traveler has been first in National Advertising, including all financial advertising, among Boston daily newspapers.

ch

Most wives select the family food to please their husbands. Food advertising in BETTER HOMES and GARDENS reaches both husband and wife in more than 700,000 families.

700,000 NET PAID
BETTER HOMES and GARDENS

E. T. MEREDITH PUBLISHER DES MOINES

## Postal Rate Hearings Close

Congressional Committee Will Probably Make Recommendations at Present Session of Congress, but New Legislation Before Next Fall Now Seems Impossible

Washington Bureau AST week the Congressional Linvestigation of postal rates came to an end, for the present, with a three-day session of the Special Joint Sub-Committee and its adjournment at the call of the President. A great deal of previous testimony was brought up for further discussion, more accurate figures were submitted by the Post Office Department regarding rates and losses, and much additional testimony from witnesses in favor of revision of rates was placed in the record.

That the committee will make its recommendation to Congress before the close of the present session, there now seems little doubt. But the recommendation is expected to be limited to a comparatively few rates, and it is generally supposed that legislation before next fall will be impossible.

On Tuesday of last week Joseph Stewart was recalled and placed in the record correspondence from the Postmaster-General which had been previously referred to. Mr. Stewart then discussed certain references of the correspondence which had been requested, and, in a rather lengthy discussion, submitted the following figures:

The estimate of the Post Office Department based upon data ascertained since July 1, 1925, is that there will be 818,122,544 pieces of fourth-class matter handled in the mails during the fiscal year of 1926. It is also estimated that the department will receive during the same year approximately \$16,000,000 of additional revenue on account of the two-cent service charge on each parcel. The increase of parcel post has been 45.5 per cent in three years, or an average of 13.3 per cent per year.

In regard to third class, the estimate is that there will be 4,475,-907,501 pieces in the mail in the current fiscal year. When Mr.

Stewart made this statement it caused considerable discussion regarding the number of pieces which the high rates transferred from fourth to third class, and the matter was finally explained by the witness as follows:

"The 1,200,000,000 pieces is the estimated number of fourth class which we would have carried in 1926 if there had been no change in postal rates. The 818,000,000 pieces is the number of pieces we actually will carry, approximately, in 1926, after the transfer of 319,000,000 parcels to third class."

Regarding the advisability of one cent postage on letters, T. James Fernley, chairman of the Advisory Board of the National Letter Postage Association, and representing five trade associations, declared that his organizations had tried to devise ways and means to guide Congress. He was interrupted by Senator McKellar who asked what the loss of revenue to the Government would amount to. The witness replied:

"Without having figures, because I am not a statistician, but from general conversation with people, I am led to believe that if anything it would increase the revenues of the department."

This statement was referred to Mr. Stewart who said that to institute the one-cent drop letter provision would cost the department approximately \$30,000,000 in revenue a year.

Mr. Fernley then said that he represented about 28,000 business houses, all of which are users of the mail, and that the one cent rate would transfer a great number of bills and statements to the mail that are now delivered by messengers. He then advocated that the Post Office Department be managed by a business corporation under the control of Congress and suggested to the committee to look into the subject. Other public

utilities and necessities of the people are taken care of, he said, by private enterprises, and he expressed the belief that a company could be quickly organized to put up \$500,000,000 to relieve Congress of the necessity of controlling the vast postal plant. This statement was based on the claim that the present management is rather expensive.

Brief discussions of the subject brought forth the statement by Senator McKellar that he had been informed that there is no other country in the world that offers so efficient a service at such low rates of postage.

On Wednesday morning Mr. Stewart returned to the stand and repeated that a reduction of one cent on drop letter postage would reduce the revenue of the department approximately \$30,000,000 on a volume of business equal to that of 1926, and that a reduction of one-half cent would cause a loss of \$15,000,000.

In regard to a possible increase in volume brought about by a lower drop letter rate, Mr. Stewart declared that there is not a great deal in the point. When questioned regarding a possible conflict between this statement and the fact that the department had recommended a reduction to one cent of the present two-cent rate on postcards, he replied:

"We have lost the postcard business and believe we can get it back if we put the rate back. In this other case, the prospective business is not now in existence and never was in existence, and how much of it we can get is a pure supposition. We have no basis on which to submit a reliable estimate on that."

Mr. Stewart then referred to the suggestion regarding the taking of the Post Office Department by private interests. He said that this was not a new proposition, that it had been suggested from time to time for many years but that nobody had been able to demonstrate the probability of a fortunate result. He said that he had made some figures on the surface to show general items of cost, for the

purpose of giving the committee an idea of the service a private corporation would be required to give, and continued:

"We had, for instance, in the mails in 1923 about 23,054,831,638 pieces of mail matter which were transported and handled and, I will say, satisfactorily to the patrons. The average revenue received for these was 2.08 cents each, and the average cost per piece for every piece of that mail matter was 22 cents a piece. That included the average cost for the entire handling in the United States and every class of service we perform. The average haul was 442 miles by rail.

"Now, is there any service that is comparable with that in the nature and character of it, that can show a better record? We take a piece of mail and on the average it costs us 2.2 cents to handle and deliver it. We carry it 442 miles on an average by rail, and pay the cost of railway transportation. We pay the cost in the post office; we pay the cost of the rural service and of the city delivery service. We pay the messenger service and the star route service. We pay every class of the service, and yet perform the service for an average cost of 2.2 cents per transaction.

#### PRESENT CONDITION OF THIRD CLASS

The present condition of third class has been the subject of considerable discussion and some speculation at several points of the hearing, and Mr. Stewart told the committee that he wanted A. W. Hannon, assistant superintendent of delivery of the New York Post Office to tell something about the situation with reference to the flow of third-class matter under present conditions, and Mr. Hannon said:

"On last Monday I asked the Assistant Superintendent of the mails in charge of the General Post Office regarding prevailing conditions in circular mailings under the present rates, and he informed me that there is quite an increase; that the large mailers are using the same lists that they did formerly; and that a small percentage of the circular mail has gone into the letter mail; but he could not fur-

HE stricter the investigation regarding the changed evening newspaper situation in Chicago, the more readily advertisers will appreciate the importance of placing the Evening American FIRST on any schedule involving the use of Chicago daily newspapers.

## CHICAGO MI AMERICAN

A good newspaper

Daily average net-paid circulation for March, 1926

542,595

which exceeded that of the second evening paper by

137,062

and at a 50% higher price

nish me with information as to the amount."

In reply to a question, he said that the lists become familiar to the men in the offices who come to know all of the large mailers. He said that he had just been informed that one large mailer was sending out twenty million circulars, and continued:

"I also spoke to the field man in regard to circular matter, and asked him what the feeling is in regard to the present rates. He said that there is absolutely no complaint at all, that the mailers had adapted their business to the cent-and-a-half rate and were mailing just as many pieces under the present rates as formerly."

Another witness, Alfred H. Black, assistant superintendent of the Philadelphia Post Office, submitted testimohy to show a similar condition in his city, and said that there has been a steady increase in business since July 1st, 1925, and that the mailings in November were the heaviest in the history of the office.

Following this, Mr. Stewart testified that there was fallacy in the claim that the department could carry newspapers in bundles at the old rates without increasing the contracted space for railway transportation. And to prove his contention he placed in the record several tables of cost figures and charts.

Emphasizing the point that by increasing the volume of second-class mail that is profitable the net deficit of the whole is reduced, W. I. Denning returned before the committee and made a lengthy statement. It will be recalled that he is a representative of the National Publishers Association.

His analysis showed that the ten largest cities furnish 20 per cent of all the volume of the mails of the United States. The second-class mail from these ten cities is 48.7 per cent of the total weight at zone rates for the entire country. From these cities also 36 per cent of all parcel post is dispatched, and 48 per cent of all zone rate second class is dispatched. His chart also showed

that the volume of second-class mail from the ten cities represents only 6.28 per cent of the entire volume of all mails in the United States, and that the parcel post mail represents over 27 per cent.

His conclusion from these figures was that because of the character of the density of parcel post matter it precludes the loading of a car to full capacity, and the greater density of the second-class matter is necessary in order to secure the maximum use of car space. With second class, it is necessary to secure greater density for a greater average weight per car, and thereby reduce the average cost per pound for transportation.

By taking advantage of the conditions indicated, the witness testified further that the average haul would be 500 miles additional over the present average, and that the entire additional to the mail would be less than seven-tenths of one per cent of the total mail, if 100,000,000 pounds were returned to the mails by resuming the 1920 postal rates. This would mean a daily average of approximately 33,000 pounds from all the points at which it would be entered in the mails.

The witness then submitted a statement with numerous charts to prove his contention that the matter which would be returned to the mails under the 1920 rates would consist almost wholly of publications that would show a profit to the Government even if the cost of handling were determined by apportioning to such second-class mail matter the pro rata share of the entire expenditure of the postal service.

There was considerable further discussion regarding the technical factors involved in carrying second-class mail and both Mr. Stewart and Mr. Denning offered an abundance of testimony from their opposite viewpoints. Then, after additional testimony regarding parcel post had been offered by a representative of the Farm Bureau Federation, the committee stood adjourned with an intimation that future hearings will be in executive session.

### No Matter What They Say

SN'T it true that every magazine would like to have a large volume of newsstand sales?

News-stand sales prove public acceptance, and they are far more profitable than subscription sales.

But the reason that some magazines haven'ta large volume of news-stand sales is perfectly apparent—the public will not voluntarily go to the news-stands and lay down the full price of such magazines and ask for them.

It is, therefore, through no accident of fate or circumstance that True Story has the largest news-stand sale in all the world. It is accepted by the public as no other magazine is accepted. More than 2,000,000 people monthly express their preference for True Story by buying it at the stands — and they pay more for each edition of this magazine than they pay for the single edition of any other magazine.

And because True Story is in a class by itself, it delivers to advertisers a new, practically unduplicated market, making it "The Necessary Two Million +."

True Story

"The Necessary Two Million+"

## WE CAN DO

#### what we have done

Constantly, the Condé Nast Group helps advertisers secure national distribution. Not in a few trick instances but over a wide range of products. Not once or twice but many times over a long period of years.

For instance, we were used by Kurzrok & Heilitzer to put over Tuxedo dresses, sales of \$50,000 or more, directly traceable to one advertisement in Voque, being common. . . . Sunfast Hats, Inc., put their Flanul Felt hats into Altman's and Wanamaker's with the aid of Vanity Fair. . . . The Hooked Rug Shop. Provincetown, Mass., received 2,000 inquiries resulting in sales exceeding \$12,000 from a quarter-page advertisement in House & Garden which cost \$275. ... Wamsutta mills made cottonmill history with the aid of a Condé Nast Group campaign. . .

These few instances show definitely traceable results in dollars and cents. Far, far greater, though not measurable with exactitude is the force of our trade influence as recognized by manufacturers through their trade investigations, salesmen's reports, volume of direct inquiries, comparison of our subscribers with their prospect lists. . . .

And above all, by their continued use, on increasingly large schedules, of advertising space in our publications over a long period of years.

### THREE LETTERS

#### from a hundred

Here is the experience of the manufacturers of three widely divergent quality products in selling through the Condé Nast Group.

"Vogue, Vanity Fair and House & Garden have played a very important part in the tremendous success of our William and Mary pattern sterling silver tableware. You will be interested in a few highlights of recent date.

Mrs. Sebastian Bonet of Porto Rico ordered \$1,580 worth of silver direct in response to an advertisement in Vogue. We have no dealer in Porto Rico.

From an advertisement in Vogue. We have no dealer in Forto Rico. From an advertisement in House & Garden we were commissioned to make an Adam style coffee urn special to order for W. H. Perrin, Alexandria, Va., price of which was \$325. This, of course, was billed and shipped through our nearest jeweler.

C. Schomburg & Sons, Shelby, Ohio, recently placed a \$160 order with the comment: 'Silver is for Mrs. L. W. Barton, whom you recommended to us. This is a new and very particular customer.' The inquiry originated with Vanity Fair.

Such instances, which are constantly popping up, cannot help but increase our regard for the Condé Nast Group."

ROGERS, LUNT & BOWLEN COMPANY.

"The fact that we have been continuously advertising in Vogue so many years is the best evidence of our regard for it. We were 'sold' on Vogue first by an analysis of its mailing list for known cities and suburbs. Our observation during these years has convinced us that Vogue enjoys the confidence of its readers to a very unusual degree, and that it passes from hand to hand.

Our experience with Vogue led us to add Vanity Fair to our list, and later House & Garden. Your readers are the kind of folks that appreciate Whitman quality.

STEPHEN F. WHITMAN & SON.

"In the merchandising of fine motor cars, we have always realized the importance of winning over the women as well as the men. In Vogue we find a medium highly in keeping with the standards which Cadillac has striven to maintain throughout its twenty years of quality car production.

Careful investigation of House & Garden and Vanity Fair, as well as of Vogue, has been sufficiently convincing for us to use these three magazines along with several others for our national advertising."

CADILLAC MOTOR CAR COMPANY.

If you would like to see the other 97 letters, ask us for a copy of "Let the Manufacturer Prove It." We will gladly send this booklet to any responsible advertiser or advertising agent upon his request.

> VOGUE VANITY FAIR HOUSE & GARDEN

### THE CONDÉ NAST GROUP

All Members of the Audit Bureau of Circulations

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## Joseph H. Finn says:

Joseph H. Finn is First Vice-President of the McJunkin Advertising Co., Chicago, placing the advertising of Pillsbury Flour Mills, Great Northern Railway, Florsheim Shoes, Paris Garters, Everwear Hosiery, etc., etc.

"THE substantial prosperity of a great Metropolitan Center like New York is vitally interwoven in the so-called suburban area—on the rim as it were of a great hub the center of which is industrial and commercial concentration such as is exemplified specifically on Manhattan Island from the Battery through and beyond Central Park.

"Your New York suburban resident in such sections of the States of New York, Northern New Jersey and Southwestern Connecticut is the home owning, home loving type. He is a money saver, thrifty and thoroughly American. He is a respecter of the laws and is a staunch advocate

of constitutional government.

"He buys quality merchandise. He spends judiciously but not niggardly. He has fine furniture for his home, good clothes for his family and himself and sees to it that his folks have a first class motor car. Such a family is the main bulwark of America today, and of the future.

"No progressive merchandiser can afford to overlook the importance of the New York residential suburbs. These well-to-do families in Northern New Jersey, Westchester County, New York, Southwestern Connecticut and Long Island are an exceedingly vital factor to consider when selling trademarked merchandise."

The New York Herald Tribune has more circulation in the New York Suburban territory on week days, than any standard size morning newspaper. The better the neighborhood, the larger the Herald Tribune circulation.

### New York Herald Tribune

# How to Frame an Appeal for Mr. & Mrs. Average

Borden's Farm Products Company Endeavors to Get a Common Denominator Appeal into Its Advertising

#### By John Allen Murphy

FOR several years, the Borden's Farm Products Company, Inc., has been running a peculiar little advertisement in fifty-one newspapers, mostly in and around New York. The advertisement occupies about seventy lines and is two columns wide. The layout looks something like the leaning tower of Pisa. The effect is obtained by a rule border arrangement which certainly gives this small advertisement high visibility on a crowded newspaper page.

The question has often been discussed as to whether it pays to run an advertisement like this for years, practically without change. "Pays" is hardly the right word. All advertising pays if it is given sufficient currency. But would it not pay better if the copy and layout were changed occasionally? Do readers get so accustomed to seeing exactly the same advertisement that finally they do not see it at all? If most of us were asked to tell what pictures are on the walls of the room with which we are most familiar, we would have a difficult time doing it. But if a new picture were put up in that room during our absence, we would notice it the minute we returned.

Whether this idea applies to advertising is still open to discussion. The management had been asking itself the question for a long time, but always decided that its lopsided parallelogram advertisement was being noticed, for it undeniably was bringing results. However, early in March, when the company came out with an entirely new type of advertising copy, it was assumed that the management must have turned its thumbs down on the old style of advertising.

My curiosity was so aroused by the apparent change of front

that I went to see P. D. Fox, the president, and asked him to let me know what was happening. This he agreed to do after having drawn vice-president John Watson into the conference.

The new advertisements are en-



MOTHERS RECOGNIZE THEIR OWN BOYS IN THESE TWO AVERAGE TYPES

tirely different from anything the company has ever attempted before and, in some respects, are totally unlike any advertising that has ever been put out for milk. Much larger space is used. The copy extends across four columns and is thirteen inches deep. It is the intensive, piling-fact-upon-fact style of copy.

The advertisements are illustrated. A joy-of-living is put in the illustrations. The copy argues that milk is "good for you"

and that it should be taken as a food.

Mr. Fox was quick to explain that these large advertisements are not taking the place of the small advertisements which have been appearing for years.

"This new copy," put in Mr. Watson at this point, "is the Babe Ruth of our advertising campaign. These two-column advertisements which we have been running for years are our regular batting lineup. Occasionally, they have struck out, again they fouled, sometimes they popped a fly or were thrown out, but taking them as a whole they have proved themselves a pretty good bunch of hitters. But they are only one- or two-base hit-They have been repeatedly filling bases with prospective customers, but too often they have been allowed to die there. We concluded that we needed a Babe Ruth in our advertising line-up, who would come to bat occasionally, knock out a home-run and bring in all the prospects on bases."

"You see," said Mr. Fox, resuming where Mr. Watson had left off, "a large company like ours has many thousands of customers who are not using so much of the product as they should be using. Let us give our past advertising and other selling effort credit for the fact that these people are customers. Also, let us suppose that this effort has failed to make them better customers. But since it was a combination of selling and advertising that won these customers in the first place, isn't it reasonable to say that a more aggressive type of advertising will induce them to use a larger measure

of the product?

"At any rate, we are working on that assumption. Our two-column advertisements will continue to run, as in the past, except that the copy part will be changed frequently. These little advertisements will keep our name before the public. They will help to hold customers. They will arouse interest among many prospects and occasionally bring in a new customer. Then, every three weeks one of these large adver-

tisements will come out and close the sales that the small ones have started, and increase the size of the order on some sales that were closed."

Another thing about this new Borden advertising that is interesting is the trouble the company has taken to find a common denominator for its appeal. One advertisement, for example, is addressed to mothers. It shows two boys playing ball, the catcher and batter in action. The boys are average healthy types. Above the picture is a caption which asks, "Is your child Husky or Ailing or just In-between?"

The first two paragraphs of the text of the advertisement explain this idea in detail:

This is about children and milk. About all children—the red-cheeked, vigorous ones, the ailing ones, and those that are neither one extreme nor the other, but just in-between.

those that are neither one extreme nor the other, but just in-between. If yours are the red-cheeked ones, you already know what milk does for children. If yours are the ailing ones and often under doctor's care, you already have been told by him what milk will do for ailing children. But if yours are the in-between children-never actually laid up, yet not the active, energetic youngsters they should be—then you're one of the mothers we especially want to talk to. For otherwise, you may not get to know the peculiar relationship there is between really healthy children and really good milk.

A second advertisement shows a golfer following through what was evidently a fine drive. Two caddies are looking on admiringly. In this case, the caption asks: "Are you vigorous or frail or just inbetween?" The copy follows up on the thought.

Mr. Fox says that the average person is an in-between, and it is to the average individual that the company wants to make its appeal. It is Mr. and Mrs. Average and the little Averages who offer the best market for most products.

best market for most products.
"Suppose," said Mr. Fox, "that
in the advertisement addressed to
mothers we had shown a fat boy
bursting with health. Certainly,
we would not have had an appeal
that would have reached the
average mother, because her boy
would not be like the fellow illus-

# Where the Big Stores Spend Their Money

DURING 1925, the seventeen leading department stores of New York used more space in THE EVENING WORLD six days a week than they used in either The Times or The Herald-Tribune seven days a week.

THE EVENING WORLD carried more advertising from these big stores than *The Telegram*, *The Post* and *The American* combined.

Since little or no big store copy is carried on Saturday evening, the comparison between THE EVENING WORLD and the morning paper field is virtually five days against seven, the morning papers possessing the added advantage of their huge Sunday editions.

Ask the big merchant—he knows!

The Evening Totald

FULITZER BUILDING, NEW YORK TRIBUNE TOWER, CHICAGO trated. Again if we had illustrated a puny, sickly creature, we would have aimed under the average and would have missed the common-

denominator appeal."

Mr. Fox told me the story of the booth which the company maintains in the Hudson Terminal Building in New York as an illustration of how it pays a seller to make his appeal to the average person rather than to the select The Borden's Farm Products Company has maintained this booth for many years. From it, milk is sold by the glass. For the small space it occupies, the booth is generally regarded as one of the most successful retail establishments in the country. But it was not always so successful. In fact, when Mr. Fox came East a few years ago from the Chicago branch of the company, one of the first things he was asked to do was to try to put this stand on a paying basis.

At this time, patrons of the booth were obliged to get in line before a cashier's cage and buy tickets before they could get ser-Mr. Fox picked out this practice as being the cause of the unprofitableness of the stand. The crowds going through a railroad terminal are always on the run. To get these people to buy anything, it is necessary to make it as easy as possible for them to purchase. They must be waited on quickly and without any fuss or pretension. The man who has only three minutes to catch a train might take time to get a glass of milk, but if he has to get a ticket before he can get his milk he is not going to take a chance on missing the train.

Mr. Fox made up his mind that this system of demanding pay before giving service would have to be changed, but he did not know what plan to adopt in its stead. Then, one day he took a trip to Coney Island and there noticed a hot-dog stand doing a land-office business. A couple of attendants were handing out the tooth-some frankfurters as fast as they could manipulate their arms. As the nickels and dimes poured into the stand, the attendants tossed

them into an empty cracker-box. All that stand did was to sell. The attendants had no time to run a system. Mr. Fox went back to the Hudson Terminal building with an idea.

It would hardly be possible to let the clerks in the booth throw the money they received for milk into a box, but it was possible to let customers pay for their milk after they had received service. Such a plan was adopted. A "clocker" was put in to check sales, so that there would be a balance between cash receipts and the number of glasses sold. Immediately, the business of the booth jumped and has been jumping ever since, especially during the rush hours.

Now, it is a common thing for a patron to drink two or three glasses of milk. It is so easy to pass out another nickel for another glass. Under the old system people who wanted another glass would not take the time to go back for an additional ticket.

The success of this booth is an example of the in-between appeal on which the company is basing its selling effort. The man who took the time to buy a ticket and to get a glass of milk under the old system was exceptional. He had lots of time and therefore was not typical of the crowds rushing through the terminal. Average was usually in a hurry. By adapting its merchandising system to Mr. Average's convenience, the company vastly broadened its market for the service of its booth and was rewarded by a big increase in its sales.

#### Warehousemen to Confer on Standardization

A general conference of representatives of industries interested in warehousing will be held on April 30, at the Commerce Building, Washington, D. C., to review and consider for approval and adoption, the terms and conditions for the storage of goods in warehouses, which have been adopted by the American Warehousemen's Association. These terms and conditions were developed by a committee of the association, working in co-operation with the Department of Commerce, and committees of shippers, bankers, railwaymen, and other interests.

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### The Largest and Most Powerful Circulation of Any **New Orleans Newspaper**

STATEMENT OF THE OWNERSHIP, MANAGE-MENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF

#### THE TIMES-PICAYUNE

PUBLISHED EVERY DAY AT NEW ORLEANS, LA. FOR SIX MONTHS ENDING APRIL 1, 1926

Publisher, The Times-Picayune Publishing Company, New Orleans, La.; Editor, Leonard K. Nicholson, New Orleans, La.; Managing Editor, Martin T.-Durkin, New Orleans, La.; Businers Manager, John F. Tims, Jr., New Orleans, La.

Officents, La.

OWNERS—Names and addresses of all stockholders of The Times Floryone Publishing Company. Mrn. Credis General Relative, Cutabert S. Baldwin, Esteis of D. G. Baldwin, Inc. G. B. Beldwin, John H. Raddwin, Mrs. Barts of D. G. Baldwin, Inc. G. B. Beldwin, John H. Raddwin, Mrs. Barts of D. G. Baldwin, Estein J. G. Baldwin, Robert B. Baldwin, Mrs. Barts V. Baldwin, Seth L. Baldwin, Sobert B. Baldwin, John H. Raddwin, Mrs. Lillan L. Baldwin, Bell Mrs. Barts Barnero, H. A. Davis, Mrs. Alma Baldwin, Dengr.; George Dengre, Martin T. Durkle, John L. Ebaugh, Mrs. at G. Foots, Mrs. E. G. Gilner, Mrs. Lillan Baldwin, Mrs. at G. Foots, Mrs. B. G. G. Barts, Mrs. Alma Baldwin, Mrs. at G. Foots, Mrs. E. G. Gilner, Mrs. Hide Phelp Hammond, Mits Cleo Hanne, Mrs. Eloise C. Hanna, Miss E. L. Banns, Rajb Stonewall Hanna, Alvis P. Howard, C. H. Banns, Rajb Stonewall Hanna, Alvis P. Howard, C. H. K. Nicholson, V. P. Nicholson, Nicholson Resity Campany, Laurence O'Donnell, Esmond Phelps, Brz. J. G. Foot, Mrs. E. G. Foots, Mrs. E. G.

Enowa bondholders, mortgagees, and other security holders, heiding I per cent or more of total amount of bonds, mortgages or other securities. No bonds; no mortgages; no other securities

That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preaching the date shown above is:

Sunday 117,735

Buildy 117,735

Daily 81,662

Average 86,815

L. K. NICHOLSON, Editor. of April ,1926

CUTHBERT S. BALDWIN, Notary Public.

The Times-Picayune circulation is at its highest peak. For the past six months The Times-Picayune has maintained a daily paid average of 81,622 and a Sunday paid average of 117,735. These figures represent a gain of 3,831 net paid daily and 4,186 net paid Sunday over the six months period ending October 1, 1925.

New Orleans Largest Newspaper



A Cosmopolitan Home in Washington, D. C.

# REVIEW-

In the last eight weeks, we have shown you in these pages, Cosmopolitan homes in all sections of the country. And the percentage of Cosmopolitan homes in various cities:

In Portland, Me. for instance, one literate native white family out of every six reads Cosmopolitan.

Cosmopolta

In Portland, Ore. one out of five.

In San Diego, Calif. one out of every three-and-a-half.

In Dayton, Ohio one out of every seven-and-a-half.

In Washington, D. C. one out of four.

In Roanoke, Va. one out of seven.

In Raleigh, N. C. one out of three.

In Atlanta, Ga. better than one out of three.

In Greenwich, Conn. one out of three.

BUT the recital becomes monotonous so let us merely say, in conclusion, that the main facts that Cosmopolitan's reader survey of 87 cities developed were these:

43.4% of Cosmopolitan families own their own homes. 73% of Cosmopolitan families live in the better-class residential neighborhoods.

May we remind you again that a copy of the complete survey of 87 cities will be loased to any advertiser or advertising agent upon request.

an Homes

bragging about not being first in a field may seem unduly modest but we like to make sure everyone knows exactly where we stand--the recent P.O. statements show March circulations of Detroit Sunday newspapers thus---News 347,417 Times 332,365 Free Press 273,755

#### The Advertising Angle of a Newspaper Convention

A Report on Information of Interest to Advertisers and Advertising Agencies Gathered at the Convention of the American Newspaper Publishers Association—John Stewart Bryan Is Elected President of the Association.

A PAT on the back was given the present-day advertising agency system and a sharp rap on the knuckles was handed the Federal Trade Commission in the annual report of the retiring president of the American Newspaper Publishers Association, S. E. Thomason, of the Chicago Tribune.

This report was made at the three-day convention of the association, held as usual in the Waldorf-Astoria at New York.

Mr. Thomason's remarks on advertising agencies and on the Federal Trade Commission were made in order to show the attitude of the American Newspaper Publishers Association toward the complaint which the Federal Trade Commission has issued against that association, the American Association of Advertising Agencies, the Southern Newspaper Publishers Association, the American Press Association, and the Six-Point League. His complete remarks on this subject were:

"Throughout the past year certain advertising interests have urged the Federal Trade Commission to take action against the American Association of Advertising Agencies, the several organizations of publishers, including ourselves, and various advertising organizations. The complaint which the Federal Trade Commission has filed appears to be founded on the assumption that this organization, (the American Newspaper Publishers Association), through its committee on advertising agents, is engaged in a conspiracy to prevent aggrieved advertisers from enjoying the net rates allowed to legitimate advertising agencies. The effort is apparently to upset the entire existing structure built for the placing of advertising, and it proceeds on the absurd assumption that the whole edifice has

grown upon a foundation of fraud and illegal practices. In my judgment the Federal Trade Commission has entered upon no more foolish enterprises during its entire history. Nevertheless it has been necessary to engage counsel and to



JOHN STEWART BRYAN

expend a great deal of time and expense in defense of these proceedings."

The major portion of the time of this convention was given over to a discussion of labor problems, of the postal rate situation and of ways and means of making the organization bigger and better in service.

Advertising got attention when the annual report of the Association's Bureau of Advertising was read. (This report was given in PRINTERS' INK of April 22 on page eighty-five.) It received attention again when William B. Bryant, publisher of the Paterson, N. J. Press-Guardian, called for a dis-

cussion of a number of questions that had been submitted to him as chairman of the convention program committee by publishers. A study of all such questions was made by Mr. Bryant before the convention opened, in order to see that all possible points on every question were covered. This plan of having a floor leader on predetermined questions was an experiment. It made possible quick dispatch of the topics because of Mr. Bryant's ability to keep discussions from wandering off to other fields. This information on the technique of handling questions from members of an association in a convention is given here in the belief that it may interest advertisers and advertising agents as being worthy of application in conventions in which they are interested and active.

A complete list of the advertising topics submitted to the association for discussion is given be-low as indicating the questions newspaper publishers are thinking about on advertising. They are:

(1)) Is so-called "scheme" advertising as profitable to the advertiser as inde-pendent use of space? Should "schemes" be sold to contract advertisers at other than contract rates?

(2) How can church advertising best

(2) How can church advertising best be developed?

(3) Who should pay cost of cuts and mats used in illustrating advertising copy, the publisher or the advertiser? If the publisher, upon what basis?

(4) What is the experience of publishers in creating rate cards? Is the formula of 3c per inch per thousand circulation sufficiently equitable? What increase in circulation should accrue to justify an advance in rates?

justify an advance in rates?
(5) Should newspapers in a highly competitive field exchange mats of ads? If so, should it be without fee or with

11 so, should to be without rec or with a charge?

(6) Have schools of journalism done anything for the betterment of the science of advertising—improving copy standards—producing a more efficient personnel?

(7) What is the effect of Shopping Name Publications on newspaper advertigations on newspaper advertigations.

News Publications on newspaper advertising?

(8) How can national advertising best be developed for the small town paper?

be developed for the small town paper?

(9) Is it customary to charge more
for double truck than for two full
pages? If so, at what rate is extra
charge made?

(10) Do any members allow agency
commission on local advertising when a

ll corps of solicitors is employed? (11) Standard measurements of ad-

vertisements. Do newspapers comply

with the recommendation made by the board of directors of the American Newspaper Publishers Association in Newspaper Publishers Association in 1923 to the effect that all advertisements, whether national or local, office set matter or electro shall be measured from cut off rule to cut off rule, regardless of shoulders on electros? (12) How far should publishers go in complying with requests for information and results that the control of the complex period of the complex perio

and replying to questionnaires from advertising agencies, etc? Is it the practice to favor national advertisers with costly merchandising co-operation?

costly merchandising co-operation?

(13) Some agencies insist on having tear sheets with invoices for checking national advertising. Is there an additional cost of sending tear sheets which would be a burden and necessitate employing additional help?

(14) Is there a close enough co-operation between publishers and their adversing managers, especially in the various

tising managers, especially in the various phases of merchandising co-operation, advertising rates, etc?

(15) What part, if any, of the appro-

priation for radio advertising comes out

of newspaper appropriations?
(16) What is the general practice regarding publication of advertisers' names in the radio news columns?

(17) What is the attitude of pub-lishers toward the ever-increasing de-mand of large advertisers in the na-tional field for position without extra cost?

All of the foregoing questions were not discussed. Brief reports on those which obtained discussion follow under separate headings:

#### SPECIAL RATES FOR DOUBLE TRUCKS

Is it customary for newspapers to charge more for a double truck than for two full pages? It is. The increased charge generally amounts to the equivalent of the cost of one full column.

Newspaper publishers, this discussion showed, are not desirous of having a few very large space What they want is a users. greater number of advertisers who will make more effective use of ordinary size space.

#### DEPARTMENT STORE PUBLICATION COMPETITION

Publications issued in the form newspapers by department stores and carrying only advertising matter do not generally affect the lineage of newspapers.

In such cases where they have caused a decrease, newspapers have found it advisable to increase their rate on department store advertising to a point where their total advertising income is equal to what it had been before such competition

appeared.

This information was brought out in a discussion of a question on the effect such publications are having on the lineage of newspapers that they are in competition

The most effective argument that newspaper publishers have found against department store publications is that such publications being devoid of editorial matter nothing for civic betterment. And this being so, if they cut the revenue of a newspaper so that it is weakened, then the people of that city lack the direction and inspiration that will make them strive to make their town or city The final inviting and attractive. step in this argument proceeds with the statement that if the people of a town or city are not interested in making it attractive and progressive, then it does not grow and consequently the business of the merchants of that community will not grow.

THE SCOPE OF NEWSPAPER MER-CHANDISING SERVICE

There should be limitations on the scope of merchandising service that a newspaper offers to advertisers and advertising agents. On this point practically all pub-

lishers agree.

The question of exactly what merchandising service a newspaper should render, however, crops up annually at newspaper conventions. This year after much lively discussion the membership was referred to a resolution passed at a previous convention. That resolution reads:

"Whereas, It is believed that news-papers should assist in every practical manner to secure the greatest success of advertising campaigns, but should confine any such co-operative practices to services clearly within the province of newspapers to render, therefore be it Resolved, That such practices be con-

head to the following:
First: That newspapers shall furnish advertisers surveys of the local market. Second: That newspapers shall supply route lists of retailers for the use of salesmen of the manufacturer or advertiser, provided there has been made an adequate non-cancellable contract for space.

Third: That newspapers shall mail to retailers, within proper limitations, letters or broadsides, provided bills for printing, postage and other expenses are paid by the advertiser. And be it Further Resolved, That the selling of goods, the trimming of windows or making check-ups of sales or distribution are not within the province of a newspaper.

paper.

POSTAL RATE REDUCTION URGED The postal rate question in which all advertisers are interested came in for much discussion at this convention.

A reduction of second-class postal rates and the establishment of a special rate on newsdealers' bundles were asked for in a resolution adopted by the newspapers. This resolution which asks that these two changes be made during the present session of Congress follows:

Be It Resolved, That the American Newspaper Publishers Association, repre-Newspaper Publishers Association, representing 500 publishers of daily newspapers, published in every State of the United States, respectfully represent that the Joint Committee of Congress now considering postal rates should bring its work to a conclusion and make its report at the present session; and be it further

further
Resolved, That this association earnestly urges action by Congress on that
report, so as to provide for a reduction in existing second-class mail
rates to a basis that will be fair alike
to the United States Government and
the publishers, as they affect newspaper
circulation through the United States
mails, and also to create a newsdealers'
bundle rate which will enable publishers
to obtain from the Government s service
at a reasonable rate which now is available only at prohibitive rates; and be
it further it further

Resolved, That in the event such a reduction in rates is enacted and a bundle rate is created, the members of this association shall avail themselves of such rates so as to facilitate the distri-

sucn rates so as to facilitate the distribution of newspapers by the postal service; and increase the revenues of that service; and be it further
Resolved, That copies of this resolution shall be sent to the Chairman of the joint sub-committee of Congress considering postal rates, to the Speaker of the United States House of Representatives, to the President of the United States Senate and to the President of States Senate and to the President of the United States.

The association's postal committee has worked under the chairmanship of J. D. Barnum of the Syracuse, N. Y. Post-Standard. High praise was given Mr. Barnum by the retiring president of the association in his annual report to the membership.
A report issued by Mr. Barnum during the convention sums up the association's attitude on the postal rate question in the following

words:

The whole problem, summed up briefly, is one of service at proper rates. If the Government will offer a service on a business-like basis, at business rates, the publishers will increase their business with the Post Office Department many-fold. If, on the other hand, Congress allows the present archaic system of rates to continue, there will be further withdrawals from the mails, without any corresponding benefit to the Government. It is impossible to reduce the personnel or overhead of the postal service, according to its spokesmen. The only saving effected by the department through the withdrawal of newspapers, has been a slight one on transportation costs. Inasmuch as the present volume of R. F. D. mail could be quadrupled without additional distribution cost to the Postal Service, and in view of the fact that the department makes a huge profit on the actual business of transportation, the publishers believe the logical thing is to provide a rate which will increase the business of the Government and enhance its revenues. Under present rates, business is being driven away, at a loss in revenue, but with no reduction in expense.

New York Agents Need \$20,000 Surplus

An advertising agent doing business in New York City and desiring recognition from the American Newspaper Publishers Association will have to show a net surplus of not less than \$20,000. This new requirement was recommended by the association's committee on advertising agents.

Hitherto the minimum net surplus necessary for recognition for a New York advertising agent has been \$10,000—a figure that had been set for agents in all cities having a population of 500,000 or more. The minimum requirement for recognition in cities of less than 500,000 population is \$5,000.

In the report which contained the foregoing information the committee said that it was pleased to inform newspaper publishers of a changed attitude on the part of advertising agents toward requests by the association for information.

"Almost without exception," says the report, "every worth-while advertising agency annually reports its exact financial condition to us as a matter of course, and not as some years ago, a supposed favor. These statements are made on our blanks, which call for much information, which we have learned by experience to be necessary to enable us to make an accurate analysis."

No FORMULA THAT DETERMINES
ADVERTISING RATE

Is there a formula by which newspaper advertising rates can be determined for every newspaper in the country? This question was implied in the following topic:

"What is the experience of the publishers in creating rate cards? Is the formula of three-cents per inch per thousand circulation suf-

ficiently equitable?"

The opinion was definitely offered by a number of publishers that there can be no cut-and-dried formula by which newspaper advertising rates can be determined for any and every newspaper. Local conditions vary too greatly throughout the country to permit of any uniformity in the expense of conducting a newspaper was one reason widely advanced. Another reason of real importance was that such a formula took no consideration of the fact that newspapers vary in great degrees in the quality of the product offered to their readers.

MEASURING THE ADVERTISEMENT
There are apparently a number of
methods in vogue by which newspaper space is measured. The advertiser is very much interested in
this fact because the size of his
bill varies according to the standard of measurement used by
newspapers.

Requests for information on this question have been made of Printers' INK during the year. Apparently the same advertisers also have gone to newspapers for in-

formation.

The American Newspaper Publishers Association has an official answer, in a resolution passed at



# Timely!

Because of the close, intimate contact its Editors have with-

The Leaders in Business The Leaders in Government

Nation's Business is frequently so timely as To seem prophetic

Advertising in such a medium Takes on added strength through its contact with this timely treatment of important events in business and government

> NATIONS BUSINESS

> > Washington

More than 220,000 Circulation (Member ABC)

### THE MAY ISSUE OF

# **Quntry Gentleman**

represents exactly what we mean by

### A MODERN FARM PAPER

The General Articles discuss timely foreign affairs that have to do with the farmers' export markets; the fight against the most mysterious of all livestock diseases; the county fair; and the farmers' so-called radical tendencies.

The Fiction is all of country life in widely separated settings.

The Technical Departments have all the news of crops, livestock, poultry, dairying, fruit, gardens, radio and architecture.

The Women's Section includes the finest of fashions, cooking, needlework, home furnishing, money making ideas.

The Boys' and Girls' Pages tell of sports and parties, fads and fun for youngsters of all ages.

THE COUNTRY GENTLEMAN is a complete magazine and everything in it—every one of the 104 items in the May table of contents—was designed especially for the farm family.

And this is a modern farm paper for modern farm families.

# **Quntry Gentleman**

More than 1,200,000 a month

THE CURTIS PUBLISHING COMPANY INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

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#### a previous convention which reads:

"Resolved, That the following standard of measurement is recommended for the general use of the members of the American Newspaper Publishers Asso-

"All advertisements, whether national or local, office set, mat or electro, shall be measured from cut-off rule to cut-off rule regardless of shoulders on electros. "Electros or mats differing in size from the order shall be published only after receipt of specific instructions regarding space."

#### SOUTHERN PUBLISHER HEADS ASSOCIATION

John Stewart Bryan, of the Richmond, Va., News-Leader, was chosen to succeed S. E. Thomason, of the Chicago Tribune, as president of the association. Mr. Bryan has been vice-president and was once secretary

Edward H. Butler, of the Buffalo Evening News, was elected vice-president. George M. Rogers, of the Cleveland Plain Dealer, was re-elected secretary and Howard Davis, of the New York Herald Tribune, was re-elected treasurer.

The following directors, their terms expiring, were re-elected: Frank G. Bell, Savannah, Ga., News; Harry Chandler, Los Angeles Times; Paul Patterson. the Baltimore Sun; Charles H. Taylor, Boston Globe; T. R. Williams. Pittsburgh Chronicle-Telegraph.

The hold-over members of the board are: Hilton U. Brown, Indianapolis News and F. J. Burd, Vancouver Daily Province.

The association decided to increase the size of its board by two, and elected Jerome D. Barnum, Syracuse, N. Y. Post-Standard, and F. W. Bush, Athens, Ohio, Messenger.

The retiring president, S. E. Thomason, and new officers also are members of the board.

The fall meeting of the association, it was definitely decided, will be held at French Lick, Ind. The dates, however, have not been fixed.

Elmer G. Stacy, who has been with The Kalkhoff Company, New York, for the last five years, has joined Carl Percy, Inc., producer of window dis-plays, also of New York.

#### John Budd Wills Control of Business to Associates

THE JOHN BUDD COMPANY REPRESENTING NEWSPAPERS OF KNOWN CIRCULATION

#### NEW YORK, APRIL 26, 1926. Editor of PRINTERS' INK:

The untimely death of our president has rendered it necessary for us to make an announcement concerning the

make an announcement concerning the future course of the company.

John Budd devoted the better part of his life to building up the organization which has borne his name for so many years. He built slowly, carefully, and methodically, as was his wont. In his work he used methods which he believed would develop an organization that would last because it deserved to endure. Above all he organization that would last because it deserved to endure. Above all, he wove into the very fabric of his work the high principles and ideals which animated him always. It was his hope and desire to create an organization which would not only render useful and conscientious service while he headed it, but would endure as a permanent institution, and continue to render such service after he had surrendered the management to other hands.

the management to other hands.

Part of his plan was to admit to
partnership in the enterprise those of
his associates who in his judgment had contributed most to the success of his life work, and were best qualified to carry on what he had begun. For that purpose he gave them part of the stock in the company, several years ago. By his will he has now made his plan completely effective by distributing practically all of the remaining stock of the companions. the corporation among the associates just referred to. He thus unmistakably showed his confidence in them and his desire to reward them.

The associates who are the beneficiaries of Mr. Budd's generosity, and who will henceforth continue the business of The John Budd Company are the following. nearly all of whom have been in the employ of the company for upward of eighteen years:

eighteen years:

J. Frank Duffy and Edmund Hume
of the New York office of the company; Sylvester Blish, Mary M.
Crowley, J. A. Kowalski, and Harry
Mosier of the Chicago office; C. W.
Wessel of the St. Louis office, and
John Caldwell Myers, who is the head
of a prominent law firm in New York
and has for many years been Mr.
Budd's intimate friend and attorney. and nas for many years been Mr.
Budd's intimate friend and attorney.
The new officers of the company are:
J. Frank Duffy, president; Harry
Mosier, vice-president; and Edmund
Hume, secretary and treasurer.
They and each of them are resolved

to spare no effort to continue The John Budd Company in such a manner that it will be a worthy monument to their old chief. They believe in John Budd's ideals of service and will show their belief by living up to them as he did.

THE JOHN BUDD COMPANY.

# Price Maintenance Gets an Airing in Committee

House Committee Listens to Arguments, Pro and Con, and Reserves Its Opinion in the Matter

Washington Bureau of Printers' Ink NOT recently has the subject of legal price fixing been so exhaustively discussed as it was last week in Washington. Proponents and opponents of the Kelly Bill appeared on Thursday and Friday before the Interstate Commerce Committee of the House and ably presented their arguments. The outcome is uncertain and remote. The general belief is that Congress will not pass the Kelly Bill nor anything like it during this session.

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It is understood that the committee did not intend to consider price maintenance legislation; but the proponents were so insistent that the committee finally allowed each side four hours for a presen-Mr. Kelly tation of testimony. Mr. Kelly introduced both his bill and the other proponent witnesses to the committee. He said that he believed the bill was fundamentally sound from a business, economic and social standpoint, and that it was highly desirable that the public understand the principles and issues involved.

Briefly, the bill is intended to clarify the law, according to its title, and to promote equality thereunder, to encourage competition in production and quality, to prevent injury to good-will, and to protect trade-mark owners, distributors and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguishing trade-mark, name, or brand.

As Mr. Kelly explained, proposed legislation is designed to accomplish the results enumerated by allowing manufacturers of trade-marked products to control resale prices by means of contracts. The bill provides that such contracts or agreements shall not be construed as against public

policy or in restraint of trade. It also releases the vendee if he discontinues dealing in the article, if he ceases to do business, or if he shall become bankrupt or his business go into the hands of a receiver. He may, however, be released from his agreement provided he first offers to the vendor an opportunity to buy back the goods at the price paid.

#### DAMAGED GOODS

In regard to goods that have become damaged or deteriorated in quality, the bill provides that they may be sold by the vendee at a reduced price provided that the goods shall have been offered to the vendor, and that they shall be sold only with prominent notice to the public that the price has been reduced because of the condition of the merchandise.

The public interest, Mr. Kelly declared, is the principal factor considered by this proposed legislation. According to his statement the manufacturers of the country enjoyed all of the rights carried by the bill up to the time the Supreme Court handed down adverse decisions some years ago. He mentioned the Dr. Miles case 1911 in which the Supreme Court ruled against a manufacturer making resale contracts with retailers. Then he said that there had been no decision against making resale prices, but only against the methods and practices manufacturers had used to enforce their price fixing, and added that his bill applies only to trade-marked, guaranteed goods.

W. H. C. Clarke, representing the American Fair Trade League, and, as he explained, about 600 trade associations, stated that the retailers of the country, with the exception of the chain stores and large department stores, are solidly behind the legislation, which is Dominant an



# Still Growing

The Boston Evening American is increasing its great leadership in the evening field of Boston.

The Boston Daily Advertiser has strengthened its position as the newspaper of second largest circulation in the morning field.

The combination of the Boston American and the Daily Advertiser sells each day more copies than any Boston daily newspaper or any other combination of morning and evening papers.

Buy increasing circulation in Boston, take advantage of the *optional* combination rate of these two newspapers.

# **Boston Evening American Boston Daily Advertiser**

S. B. Chittenden 5 Winthrop Sq. Boston, Mass. Louis C. Boone Book Tower Bldg. Detroit, Michigan

Rodney E. Boone 9 East 40th St. New York City H. A. Koehler Hearst Bldg. Chicago, Ill.



necessary for four general reasons.

The first reason was the claim that the retail business, the third largest industry of the country, is in a critical condition, and small dealers are at the mercy of unfair selling. Secondly, it was claimed by Mr. Clarke that the legislation proposed to the committee would be effective in protecting the small business man and eliminating the conditions which now menace his business existence.

The third reason was named as the public interest, and the witness emphasized the opinion that the public would be protected against fake sales in which trade-marked articles were advertised at a cut price in order to sell unbranded articles at an extortionate price. And the fourth reason was that the opposition comes from the large stores and distributors who are profiting by the methods men-In explaining this last reason, Mr. Clarke quite heatedly declared that the opposition was made up of "knaves and thieves of good-will" who by means of deceptive advertising were injuring legitimate manufacturing.

For more than an hour William H. Ingersoll, former marketing director of the Ingersoll Watch Company, held the attention of the committee and the crowd of

spectators.

Mr. Ingersoll displayed a number of charts which visualized the growth of chains and the condition of the Nation's distribution.

One chart showed that there are 1,300 systems of grocery chain stores, 1,279 drug combinations, 1,085 in the millinery line, and 1,000 butcher chains. Some of these, Mr. Ingersoll explained, include but five or six individual stores. He then said that the menace was shown by the rapid rate of increase in the number of stores under chain management which, since 1919, had been rapid. The five-and-ten-cent stores were, according to his opinion, an indicator, and he pointed out that one chain, the Kresge stores, did only \$5,000,000 in 1909, but by 1924 the volume had grown to more than \$100,000,000. In Chicago, in 1914,

there were only fifty chain grocery stores; in 1924 there were more than 1,200.

to According other figures quoted by the witness, in 1890 the cost of doing business of a typical department store was 15 per cent. In 1912, the cost had increased to 28 per cent, and it is now well above 30 per cent. In the grocery lines, it cost the chain stores from 12 to 20 per cent to sell goods, and the independent stores entail a cost of from 12 to 22 per cent. Other stores operate at higher cost, but the charts showed that the independent store in any line may be operated at no greater cost than the chain store.

#### WHY CHAIN STORES SUCCEED

Mr. Ingersoll is of the opinion that the great development of chain stores is not due to economical selling but entirely to scientific location, efficiency in accounting and systems, education of employees, and concentration on lines that sell easily. As another important factor, he gave the artificial influence of false impression as to value, and said that there is a general impression throughout the country that the chains sell cheaper because of their enormous size. This is not the truth, he declared, but is generally accepted. He then explained that the false impression is created largely by the practice of cutting the price on standard articles and selling bulk goods at a higher price than the independent stores ask for them.

In regard to quantity discounts, and in reply to questions from the committee, Mr. Ingersoll explained that a large retailer is not entitled to the same discount given the jobber, because the jobber's discount is given for a necessary service and not for quantity.

If present trends are allowed to continue, Mr. Ingersoll held that the country will lose an independent system of distribution which offers many opportunities to individual initiative, for a series of gigantic combinations of retailers and middlemen which will be based on taking every advantage of the individual. The time may

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come, he prophesied, when we shall have only three or four grocers in the United States, and he said that he would just as soon trust the great farming industry of the country to one farmer. It is merely a matter of becoming a nation of subservients, which the proponents are resisting, he declared.

James Finneran of Boston, representing retail associations among hardware, drug, grocery and jewelry dealers, told the committee that his business experience had been spent as a small retail druggist, and he declared that the retailers are fighting for their lives. He said that he had studied the bill and thought that it was the nearest thing to a panacea that could be offered.

#### COLGATE NEEDS NO HELP

Representing his company, Sydney M. Colgate informed the committee that Colgate & Company do not need the proposed legislation. He explained that his concern has a complete distributing system of its own, that it sells direct to the dealer and maintains its prices through refusing to sell price cutters. The only advantage would be a freedom from expense and vexation, since the jobber offers a less expensive distributing service.

Ribbon Dental Cream, Mr. Colgate explained, is one of the company's most widely advertised leaders. Before the adoption of the fixed price plan, according to estimates of the company, 7 per cent of all druggists sold the specialty at cost or less than cost, and 59 per cent sold at prices which returned no profit.

From the viewpoint of the public, Mr. Colgate said that this sort of thing may benefit the individual only on individual purchases, and he explained the reason for this by saying that if his company sold its dental cream at less than cost, it would have to charge an excess profit on other items or go out of business.

It is the same with the retailer. The public's interest demands wide distribution at a uniform quality and price, and when prices are cut business is demoralized. And, according to further testimony of the witness, the fixing of retail prices would tend toward individualism rather than monopoly and would not encourage excessive profits, because high prices would encourage competition.

A. L. Gifford, of the Worumbo Manufacturing Company, said that the enforcement of the Sherman Anti-Trust Law hinders many manufacturers from producing goods of the highest quality. He said that his company has been building up a reputation for its fabrics for sixty-five years. scrupulous manufacturers Worumbo fabrics merely to make them up into garments for the purpose of offering them at cost or less than cost to take advantage of the trade-mark. Then the legitimate manufacturer is met with the money-losing price, and his salesmen refuse to show goods made of the fabric.

The witness declared that he did not believe those responsible for the passage of the Sherman Act intended any such result from the enforcement of the law. "We have lost many thousands of dollars worth of business because of such price-cutting. It is a condition we can't prevent or control, and it is very serious indeed."

Several years ago, the Federal Trade Commission brought a charge against the Toledo Pipe Threading Machine Company, and ordered it to cease and desist from enforcing a price maintenance plan. Frank Collins, president of the company, explained the case to the committee at some length, and said that his company carried it into court where one of the clauses of the commission's order was revoked.

This left the company "up in the air" concerning just what it could and could not do in maintaining its resale prices. Mr. Collins said most emphatically that his company did not want to break the law, but that, at the same time, it did not want to lose money because of the very demoralizing results of price-cutting. As conditions are, he thought that the

# "A. Y. D."

When Hudson-Essex started advertising "At Your Door Prices," they added "A. Y. D." to the nation's supply of abbreviations.

Having given credit where credit is due—we take pleasure in repeating that Sunpaper circulation has always been and is today "A. Y. D." in the majority of cases.

If you lived in Baltimore, the Sunpapers would be delivered at your door by a carrier. Not the sort of carrier who is a familiar sight in most cities — but a real business man whose sole business is the distribution of the Sunpapers.

The newspaper that is delivered

## Circulation

"A. Y. D." is the newspaper that is read in the home, read thoroughly, read by the whole family.

In Baltimore, entrust your message to the Sunpapers for delivery at the doors you want to reach.

Average Net Paid Circulation for Month of March, 1926

Daily (M & E) 252,599 Sunday - - 190,684

A Gain of 3,936 Daily and 6,727 Sunday Over March, 1925

Everything in Baltimore Revolves Around

THE

SUN

MORNING

**EVENING** 

SUNDAY

JOHN B. WOODWARD Bowery Bank Bldg., 110 E. 42nd St. New York GUY S. OSBORN 360 N. Michigan Ave. Chicago legislation under consideration would greatly simplify and clarify the problem concerning the manufacturer's right to protect the good-will of his trade-mark against the price cutter.

W. J. Schieffelin, wholesale druggist, testified that independent retailers in his line of business are generally in a desperate condition and are rapidly being driven out of business by the chain stores. He thought that the bill, if passed, would equalize opportunity in his field and allow the independents to compete with the chains on a more equitable basis.

The first witness for the opposition was E. E. Wise, representing R. H. Macy & Company, and counsel for that concern during the last twenty-five years. Formerly, he explained, he was also counsel for the Retail Dry Goods Association, and is familiar with practically the entire development of the movement to fix resale prices. He declared that there never has been a time when the

his merchandise through the various stages of distribution.

He mentioned the names of a number of the most prominent department store operators in the country, and said that he resented

the characterizing of the men he

laws of the country allowed a manufacturer to govern prices on

named as "knaves and thieves." In regard to the custom of price maintenance in England and other foreign countries, he explained that the whole merchandising system of Europe is entirely different from that of the United States, both in its economic and commercial phases. England, he said, can very well allow manu-facturers to fix resale prices and to combine for the purpose, be-cause England is a free trade country. Hence its manufacturers must meet the competition of other countries in all of their home markets and their prices are fixed uniformly as low as possible for that reason. This country from its very beginning, Mr. Wise maintained, has built up its industry on a system of laws, both Federal and State, that are antagonistic to monopoly of all kinds. This is necessary, he insisted, in any country which protects its industry and labor by a tariff wall.

In contrasting the two systems, Mr. Wise said that the proponents of the bill were attempting to make it appear that the United States is behind England, Germany and Spain in its industrial legislation. But this is a fallacy, he declared, since no other country in the world has shown such a marvelous industrial development as the United States, and no other workmen in the history of the world have ever been paid our present rate of wages in this country.

#### NOT BELITTLING ADVERTISING

At the close of his remarks, Mr. Wise said that he did not want to be misunderstood as belittling the value of advertising or the worth of advertised merchandise. merely wanted to make it plain that price-cutting does not injure the advertising manufacturer to the extent that was claimed. Listerine, he said, was a very excellent example, a product that has increased in sales about 45 per cent during the last three years because of very effective advertising. And he added that this very satisfactory increase has been brought about through the influence of advertising despite the fact that the price of the product has been frequently cut. He said further that the legislation under consideration would bring about a drastic change in our public policy as defined by a large number of court decisions, and that it would materially destroy the effectiveness of the Sherman Act. "I know that this committee will proceed with great caution. I do not say that certain kinds of price-cutting are admirable or ethical or a benefit to the public; but there is no need of legislation to cure the evil if it exists, and I believe that the public interest would be harmed by the passage of this bill."

About 1,000,000 farmers living in thirty-two States, all members of the National Grange, are solidly against any legislation of the

kind, according to A. M. Loomis, who represented the consumers of the farm field. He said that while statements had been made to the committee that there was no consumer opposition to the bill, he wanted to inform the committee in the most convincing manner possible that the members of his organization were consumers in the highest sense of the word, and that they were solidly opposed, not only to the measure under consideration, but to any proposed legislation that might encourage price control. To win the support of his organization, he said the bill would have to be reversed and provide the exact opposite.

The next witness was R. C. Hudson, of O'Neill & Company, Baltimore, who said that the bill was based on the supposition that the retailer is the agent of the

manufacturer.

"In our policy," he continued, "price-cutting has no place. We consider our organization as purchasing agents for the people in our community. The interest of the public is our chief concern, and we send our buyers to practically all markets to find the goods that our customers want."

He said that if retailers did not have the free privilege of cleaning their shelves of mistakes and fashion goods, they would soon go out of business. His own company allows from 5 to 6 per cent on all retail prices to keep the stocks clean. This, Mr. Hudson said, was a necessary and economic factor, and that if the bill were passed, it would greatly increase the cost of clean up and add to the price the consumer pays for all kinds of merchandise that has a temporary appeal.

The proponents of the bill had claimed that much of the price-cutting relied for its success on deception of the public. "If any man can run a retail store successfully on any such plan, I'd like to see his picture. It can't be done. The success of our store depends absolutely on fair dealing with the public and the creation of good-will on an absolutely honest policy of merchandising.

In regard to a retail monopoly, Mr. Hudson said that the proponents had failed to consider one of the most important factors in regard to the growth of the chain. This he held to be the creation of new business, and he discussed the five-and-ten-cent stores as an example.

"In our store," he continued,
"our entire volume of business
costs us 17 cents per unit of sale,
and that is 4 per cent on every \$1
of sales. That is the average for
the store; but in our notion department the unit of sale costs us
5 cents, yet we do a satisfactory

notion business.

"The success of the five-andten-cent stores is the result of expert planning and merchandising. They have solved the problem of selling goods at a very low unit of sale price, and thereby they have created a great deal of business which did not exist, and thereby was not supplied by any other stores, before they were developed."

#### MACY'S PROTESTS

Speaking, as he said, for tens of thousands of people who come to the store, Percy F. Straus, vice-president of R. H. Macy & Company, entered a strong protest against the bill. "We are much closer to the consumer than the manufacturer," he began, "and we very carefully study the needs of our customers. We understand them better than the manufacturer does, we think, and for that reason we are better merchants than the manufacturers are."

Mr. Straus then pointed out the difficulties of handling all kinds of style merchandise under the provisions of the bill, and said that his opposition was not based on selfish motives, since his company would undoubtedly make more money if the legislation became law.

The witness took exception to the basic supposition that the big store was the enemy to the little store. He said that when Macy's moved from Fourteenth Street to Thirty-fourth Street the new store entirely changed the aspect of the neighborhood. Within a few years

# McGraw-Hill men are studying your ma

HOW MANY TRAINED INVESTIGATORS have you out in the field, gathering data on the industries which buy from you, studying the markets for your product from the standpoint of engineering fundamentals, sensing the coming shifts which may stimulate or depress your sales? . . . . Perhaps not one!

But if you should walk through the great editorial rooms of the McGraw - Hill Publications any morning, you would see many vacant desks of men who are "out in the field," rubbing elbows with their industries, getting data on trends and money-saving practices. They are primarily in the readers' service, but the data they gather are necessarily the basis of sound selling to their several industries. They are, therefore, in your service as well as that of the reader.

#### The McGraw-Hill Publications

MINING

Engineering & Mining Journal-Press Coal Age

ELECTRICAL

Electrical World Journal of Electricity
Electrical Merchandising

INDUSTRIAL

American Machinist Industrial Engineer Chemical & Metallurgical Engineering Power

> CONSTRUCTION & CIVIL ENGINEERING

> > Engineering News-Record

TRANSPORTATION
Electric Railway JournalBus Transportation

RADIO

Radio Retailing

OVERSEAS
Ingenieria Internacional
American Machinist
(European Edition)

**DIRECTORIES & CATALOGS** 

Central Station Directory Coal Catalog
Electric Railway Directory
EMF Electrical Year Book
Radio Trade Catalog
Coal Field Directory
Catalog Keystone Catalog

Keystone Catalog Keystone Catalog (Coal Edition) (Metal-Quarry Edition)
Analysis of Non-Metallic Mining,
Quarrying and Cement Industries

The American Machinist editors are ever afield, gathering data, inspecting installations, studying operations and pointing the way to lower production costs through replacement of inefficient machinery.

Engineering News-Record editors four year ago started a campaign for winter construction to provide year-round contracts to the construction industry and ultimately reduce building costs. They have made frequent ecursions to winter operations, bringing back to their publication and industry the fact regarding costs and benefits. Stability and expansion of the market for building equipment and supplies have already resulted.

Electrical World's editorial field investigations and statistical work have brought to central stations major policies and accurate data for the development of industrial hesting and domestic load building, including refrigeration and cooking. On the other hand this service has supplied to electrical manufacturers accurate yardsticks for plotting sales quotas and future expansion. The public draws a by-product from this work in the form of (1) service at the same or lower rates, notwithstanding the increased cost of everything entering into the production of electricity; (2) extension of electric lines is isolated sections.

So with all McGraw-Hill Publications-editors leave their desks to discover as point the way to bigger opportunity. Power editors are effectively crusading in increased plant efficiency through between the compaigning against obsolete methods in the mines and for cost-cutting machinery. Bus Transportation editors have helped bring order out of chaos in this infant dustry, which today covers twice the mines.

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of the nation's railways . . . In existence but a short year, Radio Retailing is bending every effort toward stabilizing and stimulations. In existence

every effort toward stabilizing and stimulating radio merchandising. Its costs studies on operating the four major types of stores and departments are the very first information of its kind in the radio field, paralleling the investigations made by McGraw-Hill integeneral electrical merchandising field.

Each McGraw-Hill Publication lives the life and breathes the air of the industry it serves. Its experts are on the ground, getting first-hand information on the things they need to know to make the Publication the virile authority it is in its field. Through over fifty years of intimate contact such as this, the McGraw-Hill Publishing Company has acquired an unmatched knowledge of in tas, the McGraw-Hill Publishing Company has acquired an unmatched knowledge of industry, a rich storehouse of information for the manufacturer who would sell to industry efficiently. This is the background out of which have come the McGraw-Hill Four Principles of Industrial Marketing.

Sound, efficient sales effort in the field of Industrial Marketing must be based on these Four Principles:

#### Market Determination

An analysis of markets either by in-dustries or buying groups such as "engi-neers" functioning through all industry.

#### Buying Habits

A study of the selected markets to de-

termine which men in each industry are the controlling buying factors. Definite knowledge eliminates costly waste in sales effort.

Editorial offices located at 9 strategic centers

#### Channels of Approach

Determination of the methods by which each market keeps in touch with developments and the employment of these meth-ods as the channels of approach to these buyers. Proper use of these channels provides a balanced sales promotion program, making most effective use of publication advertising, manufacturers' literature and exhibits.

#### Appeals that Influence

Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

These Four Principles of Industrial Marketing can be made a living force in your business. The goal of American industry today is to make distribution as efficient as production. If this is your goal, get in touch with the nearest McGraw-Hill office, or have your advertising agent do so and arrange for a personal discussion with McGraw-Hill Marketing Counselors, in your office or in ours.

NOGRAW-HILL PUBLISHING COMPANY, INC., NEW YORK, CHICAGO, PHILADRIPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON

45,800 Advertising Pages used Annually by 3,000 manufacturers to help Industry buy more effectively.

large buildings were erected, a great many small stores were started, and an entirely new retail district was opened up. In the case of one small store on the corner, which was surrounded by the Macy Building, three or four proprietors sold out after making a substantial fortune.

The same principle was demonstrated in Newark, some years ago, Mr. Straus said. In that city when all the stores agreed to close at night, the small dealers petitioned them to keep open, because when the big stores closed the little stores had no customers.

In regard to the increase in department store costs of selling, the witness testified that when he went into business the entire cost of selling was less than 17 per cent. Now 17 per cent covers only the salaries paid to salespeople in the Macy store.

One of the most evil results of the bill, according to the testimony of Mr. Straus, would be the changing of packages to meet fixed prices. He said that this was already a disadvantage to economical retail merchandising and is an inevitable result of the thing advocated. He exhibited two boxes of a widely advertised cracker, to prove his point, and said that the smaller package, which was an exact duplicate of the other except for size, was delivered without notice by the manufacturer when the goods were ordered.

"I am not arguing against nationally advertised goods," he declared emphatically. "This is no attempt to indict manufacturers for unfair practices; but we do not consider changes of this kind to be good merchandising." He then read off a list of ten or twelve manufacturers of food products who have changed the sizes of their packages within the last few years without notice to dealers or the public.

That there is no danger from monopolies of retailers was self-evident, according to his opinion, because the retailers do not own or control the source of supply, and without such control monopoly

is impossible. Then, in regard to advertised merchandise, he said:

"Any retailer, no matter what his size, can be forced to sell merchandise if it is sufficiently advertised. If a certain percentage of our trade asks us for goods of an advertised brand, we must furnish it or they will go elsewhere. This is a thing that those in favor of this bill do not like to admit, for their admission would indicate the power that this bill will give them over the retailer. If the manufacturers would co-operate fully with the retailers, legislation would be unnecessary."

Mr. Straus then contended that the retailer definitely pays for the good-will built up by the manufacturer. He said further that the bill, if it became a law, would crystallize prices at the highest cost of doing business. In no uncertain terms he denounced the practice of cutting prices and said that only a little education on the part of the manufacturers, with a better spirit of co-operation, was necessary to correct the evil.

In attempting to prove his assertion regarding the payment for national advertising and good-will, he presented a number of exhibits and quoted prices on advertised merchandise in contrast to imitatations and similar goods, also presenting evidence to indicate similar quality. To find about fifteen such exhibits, Mr. Straus was compelled to go beyond the stock of Macy's, and he frankly told the committee that his store did not carry some of the articles he displayed.

In rebuttal, it was shown that the advertised articles which are priced higher than non-advertised goods of the same class are the exception rather than the rule.

At the close of the opposition testimony, the proponents of the bill were given one hour for rebuttal. Members of the committee appeared to be very much interested, but rather confused regarding the issue. From the questions they asked it was evident that there is wide diversity of opinion regarding the importance of the bill and the importance of the legislation.

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HE world's largest advertising medium continues to keep pace with the amazing development of the Miami trade territory.

Following is the record of The Miami Herald's increases in average daily net paid circulation, covering the three last six months' periods:

To Mar. 31, 1925: 27,970 To Sept. 30, 1925: 32,941 To Mar. 31, 1926: 45,971
(Government Sworn Statement)

The Herald's percentage of lead over the second Miami paper for the six months' period, ending March 31, 1926, is: 24%, plus.

PIERCE

PALM BEACH

KEY WEST & SO

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

Frank B. Shutts, Publisher

NATIONAL ADVERTISING REPRESENTATIVES:

J. P. McKinney & Son

NEW YORK

CHICAGO SAN FRANCISCO

Geo. M. Kohn, 704 Walton Bldg., Atlanta

The 3 R's

# 2. Reliability

# The Farm I the

PHILADELPHIA

NEW YORK

BOSTON

ATLANT HICAGO

"Confidence is a plant of slow growth in an aged bosom." Lord Chatham

Confidence in The Farm Journal was seeded in the fertile soil of American farms a half century ago.

And now, after fifty years of steady growth, this confidence, begot of Reliability—the second of the three R's—follows The Farm Journal into the homes of its more than 1,300,000 subscribers. Truly, confidence is "a plant of slow growth." It cannot be grown in a day or a year.

The contributing staff of The Farm Journal is composed of writers whose qualifications are, first, knowledge of their subjects; and, second, ability to express that knowledge in brief, understandable language. As a result, their articles have both Reliability and Readability.

The Reliability of The Farm Journal's editorial content is recognized by more than 1,300,000 subscribers, 75.5% of whom live in the 1198 better-thanaverage agricultural counties. It is this confidence-building Reliability which makes The Farm Journal not only first in the farm field, but the most responsive of all national farm publications.

A Half Century of Readability - Reliability - Responsibility

# Journal field

LANTHICAGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

"Where Buyer and Seller Meet"



#### Directs the Buyer to the Proper Local Source of Supply

You are spending money, effort and skill making and distributing merchandise of which you are justly proud.

You are spending still more money, effort and skill advertising your faith in the merits of your goods.

How many possible sales, started by your advertising are lost to the "just as good" competitor because the people who want your goods don't know where they can buy them?

When you also advertiseyour goods and list your local dealers in the City Directories of the United States and Canada, you have as

This trade mark appears in directories of leading publishers

a background the public acceptance and authority of the most widely used publication in the world.

Two billion people consult City Directories every year. You can buy space in "The Book that Everybody Knows" for one cent per thousand readers. You can buy as much or as little as you want. Directory advertising is not "one page" publicity. Your copy can appeal all through ever book. Our booklet, "Directories, What They Are, How They

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Function and Their Place in Advertising tells how. Send for a free copy.

ASSOCIATION of

NORTH AMERICAN DIRECTORY PUBLISHERS

Headquarters

524 Broadway, New York City

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## General Motors on National Newspaper Advertising Statistics

Recognizes Value of Information Given in PRINTERS' INK MONTHLY as a Guide on Advertising Expenditures in Different Markets and Suggests That Statistics Be Interpreted in a Chart

New YORK CITY Editor of PRINTERS' INK: PRINTERS' INK MONTHLY publishes PRINTERS' PRINTERS INK MONTHLY PUBLISHES from time to time a tabulation showing the amount of advertising carried in various cities by groups.

In the April number, which is on my deak, you show an advertising summary for February 1925-1926 for a first form of the control of the contro

group of forty-five cities.

For certain purposes, of course, this is fine, because if a national advertiser wanted to make a drive in automobile wanted to make a diversity attachment advertising in Dayton, he could after a fashion gauge how much advertising he would have to do in the automobile pages to carry the right prepon-

derance.

However, if an advertiser of national importance wanted to know how much advertising he would have to do in all these papers in the automobile columns, he would have to do a lot of calculating "on his own."

It would seem to me that you could make quite a feature out of this thing if you would start off each month with

a chart, a very simple thing, showing a line on the chart for each of the various classifications of advertising, month by month, and then a separate line showing this in the forty-five cities in all lines. This might be made into a business index after a while

GENERAL MOTORS CORPORATION, LOCKWOOD BARR, Department of Publicity.

ENERAL MOTORS, this let-G ter indicates, has discovered for itself the purpose of the statistics of national newspaper advertising that appear in Printers' INK MONTHLY.

This service was started a year ago for advertisers and advertising agents who wanted an index of the amount of national newspaper advertising being done by different fields of business in the important

cities of the country.

As a specific example of how the figures are presented, we might cite the table on "Cigars, Cigarettes and Tobacco" as it will appear in the May issue of PRINTERS' INK MONTHLY. The figures in that classification showing the amount of national advertising done in lines during March, 1925, and March, 1926, in forty-five cities are:

	1925	1926
Akron	22,759	28,392
Atlanta	24,280	21,192
Birmingham	33,669	23,771
Boston	61,835	92,049
Bridgeport	,	19,362
Buffalo	47,416	70,323
Chicago	102,507	100,627
Cincinnati	42,645	48,767
Cleveland	52,584	65,424
Columbus	31,890	38,078
Dallas	27,084	34,934
Dayton	26,124	36,736
Des Moines	,	25,463
Detroit	48,691	56,416
Hartford	10,000	24,882
Houston	31,114	30,109
Indianapolis	41,299	45,837
Kansas City, Mo	44,000	38,062
Los Angeles	53,172	31,584
Louisville	24,475	48,183
Memphis	24,410	29,715
Milwaukee	43,500	42,938
Minneapolis	39,240	53,098
New Haven	40,061	29,469
New Orleans	40,001	34,616
New Orleans New York	210,657	243,285
Omaha	33,810	43,176
Paterson	33,010	17,905
Pittsburgh		78,179
Portland, Oreg	35,112	27,303
Providence	40,535	50,874
Richmond	40,333	21,243
Rochester		50,891
St. Louis	38,149	61,062
St. Paul	28,254	38,449
Salt Lake City	20,234	8,778
San Antonio		31,510
San Francisco		36,119
Scranton		
Seattle	21 227	21,742
	31,227	28,986
Spokane		21,017
Tacoma		19,465
Toledo	** ***	32,008
Washington	51,663	72,381
Youngstown		28,495
F		

From such figures an advertiser of cigarettes can discover when his industry as a whole is going strong or weak in advertising power in any of these markets. The neglected and the well cultivated markets can be quickly He should, of course, endeavor to find the reasons why any market is getting either a small or very large advertising volume from his industry as a whole. From these figures and from the figures he has on his own advertising expenditure he can very readily determine the proportion of his own advertising effort to that of the tobacco industry as a whole.

From that point on, however, it is necessary as Mr. Barr says, for an advertiser "to do a lot of calculat-ing on his own." These tables simply present basic tools for an advertiser to work with.

In addition to "Cigars, Ciga-

rettes and Tobacco" already cited there are fourteen other com-

modity classifications:

Women's Wear.

Automobile Advertising. Automobile Accessories. Financial. Food, Groceries and Beverages. Hotels and Resorts. Household Furniture and Furnishings. Men's Clothing. Musical Instruments. \*Radio. \*Radio and Electrical. Railroads and Steamships. Toilet Articles and Medical Preparations.

All other national advertising done in the forty-five reporting cities that does not fit into these fifteen classifications is grouped under the heading of "Miscel-laneous." This is done in order that the total figures on all national advertising may be intelli-gently presented. It is hoped that it will be possible, in time, to create new classifications out of this miscellaneous group and thus make the service of value to even more fields of business.

At the close of the letter from the General Motors, Mr. Barr makes the suggestion that the figures on national advertising in newspapers be graphically interpreted in a chart. There is real merit in this suggestion and it is in our mind to adopt it as soon as possible. It will not be possible, however, to take that step until a comparative background has been created for the forty-five cities.

When PRINTERS' INK MONTHLY undertook to offer this service to advertisers and advertising agents, the statistics it desired were not

preliminary work it succeeded in getting newspapers in twentyseven cities to agree upon uniform classifications. With the service started, the membership grew at a steady pace until forty-five cities are now represented. The cities that were in the service at the outset had created a background that now allows for a comparison of 1926 with 1925 as soon as the first year of the service had been completed. Those that came in later have not yet established a comparative background. Because of this fact the service is not yet complete from the standpoint of allowing comparison of 1925 figures with 1926 in all of the fortyfive reporting cities. Finally, with reference to Mr.

available. After seven months of

Barr's suggestion that the statistics presented in this service might serve as a business index:

The United States Government has for some months been using these figures for that purpose. They are now regularly published in "The Survey of Current Business" issued by the Department of Commerce, where they take their place alongside of figures of several other industries as an index of business conditions .- [Ed. PRINTERS' INK.

#### Comment from Agencies on Newspaper Statistics CROSBY-CHICAGO

CROSSY-CHICAGO
CHICAGO, ILL.
Editor of PRINTERS' INK:
We find that the record of national
newspaper advertising lineage with the
comparative tables is of service. Our
space buyer has found some useful information in these tables, and we had
occasion within the last few days to
make use of them in helping to educate a manufacturer who is not advertising minded. tising minded.

CROSBY-CHICAGO, C. E. DRAYER, Treasurer.

MERRILL, PRICE & TAYLOR CHICAGO

Editor of PRINTERS' INK: 

MERRILL, PRICE & TAYLOR RALPH W. MERRILL President.

<sup>&</sup>quot;Radio" was originally included in Radio and Electricity." At the request "Radio and Electricity." At the request of a number of radio manufacturers this ot a number of radio manufacturers this classification was broken down into two classifications so that radio could be shown separately. The change could not, however, be put in effect immediately by all newspapers. Eventually all reporting members will give separate figures on "Radio" and on "Electrical" advertising.

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# Influencing the buying habits of Parents

You may reach the parents, with the least possible mental resistance, THROUGH the CHILDREN. You may have their full attention, their interest, and a frequent repetition of your message.

You may gain this highly desirable result at a remarkably small unit expenditure.

This work calls for a high order of creative ability, of a special nature. We are equipped to render this service to your business.

Ask us for samples and the interesting details.

## **Charles Francis Press**

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

## Admit Real Estate Advertisers to National Commission

New Organization's Standards of Practice Approved at Cincinnati Meeting

The National Advertising Commission, at its regular quarterly meeting at Cincinnati last week admitted the recently organized Real Estate Advertisers' Association to membership. This action was taken after approval of the association's standards of practice.

The three members representing the real estate men on the commission will have their first vote in that body's affairs at the next meeting during the A. A. C. of W. convention at Philadelphia in June.

The campaign to raise \$500,000 in pledges for sustaining membership in the A. A. C. of W. received special attention after an address on the subject by E. D. Gibbs, advertising manager of the National Cash Register Company. Satisfactory progress in raising the fund was reported. The commission was informed of a pledge of \$2,000 made by the screen advertisers department at a recent meeting in New Orleans.

After an address by Frank L. Blanchard, of the Henry L. Doherty Co., New York, it was ordered that a committee be appointed to consider ways and means of "helping the consumer correctly interpret the economics of advertising." W. Frank McClure, chairman of the commission informs PRINTERS' INK that this committee, to be appointed later, will include all branches of advertising.

Considerable discussion centred around the general theme, "What can we do to help make advertising pay the advertiser?" Addresses on the subject were delivered by Don Bridge, of the Indianapolis News, in behalf of the Newspaper Advertising Executives' Association, and C. B. Lovell, general manager, Outdoor Advertising Association of America.

Charles R. Fredrickson, chairman of the exhibit committee of the Philadelphia convention, reported his belief that the advertising exhibits at that gathering would be "bigger and better than ever."

The Cincinnati Chamber of Commerce entertained the commission at lunch on Tuesday, an address on "The Advertising Man's Laboratory" being delivered by W. Frank McClure. At a dinner given by the Chamber of Commerce and the Cincinnati Advertising Club on Tuesday night, Judge E. Allen Frost, of the Poster Advertising Association, spoke and Frank L. Blanchard discussed "Some Popular Misconceptions of Advertising" at a luncheon given by the Cincinnati Advertising Club on Wednesday.

#### Cotton Industry Needs Help of Advertised Trade-Mark

At the semi-annual dinner of the National Association of Cotton Manufacturers, recently held at Boston, Theodore H. Price, editor of Commerce and Finance. New York, urged the industry to advertise its products and to devote more time to a study of its selling problems. "You must advertise more if you want your business to grow," Mr. Price said. "You are engaged in an industry in which trade names could be enormously valuable. But how few cotton fabrics there are that are internationally or even nationally known by names that have become household words."

#### C. A. Campbell with Stutz Motor Car

Collin A. Campbell, formerly sales promotion manager of the Marmon Motor Car Company, Indianapolis, has joined the Stutz Motor Car Company of America, Inc., of that city, as sales development manager.

#### D. F. Mullane Joins "Home Builders Catalog"

D. F. Mullane, for the last five years Pittsburgh representative for Sweet's Catalogue Service, has joined the sales staff of the Home Builders Catalog Company, Chicago. ti retising han of man n's by ner merht, he on, rd nıti

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on!

LOS ANGELES doesn't go away for its vacation! It stays home and entertains hundreds of thousands of visitors, who start arriving in May. They spend millions of dollars while they're here, and a lot of them never go home.

A market in good humor; in a spending mood; increasing in Summer, instead of diminishing!

Advertise it in Los Angeles, then, during June, July and August,—and help pay the Summer overhead.

Los Angeles is the all-year market that never slows down for seasons!

—and use The Los Angeles Examiner for its greatest morning and Sunday coverage West of the Missouri, and its helpful merchandising aid in this wealthiest per capita market!

Los Angeles Examiner

T. C. Hoffmeyer San Francisco, Calif. 571 Monadnock Bldg.

Wm. H. Wilson Chicago, Ill. 915 Hearst Building

W. W. Chew New York: Room 1512, Murray Hill Bldg.

# The wise way to c is in the Baltin



### Two out of every three families who read the News own their own homes

Baltimore is considered a city of home owners,—but the percentage of News reading families who own their own homes is greater even than that of the entire city.

That gives you some idea of the CLASS of readers the News reaches,—a prosperous, permanent population that has money to spend,—and the willingness to spend it.

Over 124,000 families read the News every day,—and most of them read no other evening paper.

# cover Baltimore

THERE are always two ways of doing a job,—the conventional way,—and the intelligent way. . . . Take, for instance, the job of covering Baltimore with your publicity. What you want is evening paper advertising, because Baltimore is an "evening paper town."

The wise way is to use the Baltimore News, —which goes into over 100,000 of the 196,000 homes of Baltimore! And you can buy the

News alone,—strictly on its own merits, without being forced to take a morning and evening combination with its high percentage of duplication. Most of the families who read the News read no other evening paper and they have a buying power of over \$156,000,000 per year!

Announcement
To National Advertisers

Advertising Agencies
The National Advertising
Departments

New York Evening Journal Baltimore Evening News Baltimore American Washington Evening Times Washington Herald Atlanta Evening Georgian Atlanta Sunday American

are combined with offices in New York—Chicago—Detroit

Now York Office:
W. G. HOBSON, Rastern Manager
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bidg.
Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bidg.

All under direction of: JAMES C. DAYTON, Publisher NEW YORK EVENING JOURNAL

## THE BALTIMORE NEWS BALTIMORE, MD.

### The Birmingham Market

## Pig Iron Production Show Big Gains

In the first quarter of 1926 the production was 721,467 tons—a gain of 11,512 tons over the same period in 1925.

### Public Improvements for 1926

are set at \$4,419,360. First three months work authorized \$1,104,840.

#### 105,538 workers in gainful occupations

Everyone is employed. The result is a weekly payroll of over \$4,300,000.

Birmingham is a city of Home Owners— Each year shows a decided increase.

> It's The News-For Coverage, Reader Interest and Results

Three months Gain-National Advertising in 1926-77.650 lines

Daily Circulation Sunday Circulation 81,000 93,000

### The 181 am News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

Philadelphia

KELLY-SMITH CO. New York Chicago

J. C. HARRIS, JR.

Atlanta

## Selecting Jobbers and Getting Them to "Play Ball"

How Armstrong Linoleum Has Built Up an Outside Organization That Works with and for the Manufacturer

#### By A. K. Barnes

Assistant Sales Manager, Armstrong Cork Company

IT would be folly to try here to prove the case for or against the jobber method of distribution. The manufacturer who sells without the aid of the jobber, either through accepted retail channels or direct to the consumer, knows why he chooses that method. Each product must be sold according to the conditions that enter into its sale, and no factor must be overlooked in selecting the most economical way of getting the article from the shipping platform of the factory to the hands of the person who ultimately uses or consumes it. Is it bulky or small, light or heavy, perishable or nonperishable, strong or fragile? Must it be warehoused to await turnover or to render the public quick service in selection of shape, size, color or pattern? Is each package a unit of sale, or are there many possible units in a case, roll, bale or bundle? Is it seasonable, or salable at any time? Is it affected by freight rates and handling charges due to carload and less than carload shipments? Can it be sold all over the country at the same retail price? Does the element of quantity discounts play a part in its distribution? Can the jobber make a profit on it?

All these and many other questions must be answered to the full satisfaction of the manufacturer, salesman, jobber and retailer before a decision can be reached on the subject. And each individual concern should base that decision on the analysis of its own business rather than upon the experience of someone else in a similar line. Of course, such experience cannot be ignored, but it can be studied sometimes as a warning rather than as a profitable example.

In a great many cases, the jobber has proved to be the most economical channel of distribution, and if he really functions satisfactorily at a lower cost than that of direct selling, let's give him a chance, at least those of us who can use him. What every manufacturer should be most interested in today is the reduction of selling expense, and if the jobber can help to render more efficient service at lower cost, he is most certainly entitled to careful consideration.

It is hardly possible to place too much emphasis on the selection of iobbers to represent you. This work cannot be hurried, nor can it be done by correspondence. Personal investigation should be made by a branch manager or some sales department representative, and final approval should be given by the sales manager. Only in this way can all uncertainty be removed and close harmony be maintained between factory, branch and jobber.

#### REPUTATION IS IMPORTANT

Naturally, the qualifications of a jobber vary somewhat according to lines of business, but it is safe to say that some general characteristics apply to all jobbing houses that are really desirable outlets. Perhaps the most essential is "standing in the trade" or the reputation of the house among the retail stores of the territory it serves. After all, this embraces many other qualities, for if the majority of merchants in a community speak well of a certain iobber and patronize him accordingly, that jobber must serve them well, treat them fairly, and maintain his own business on a decent basis to deserve such patronage. He must keep good stocks, have a good organization and enough capital to keep it going, know a good deal about credits and

enough about mark-up and turnover to show himself a living Otherwise he would not exist long and the manufacturer might wake up to find himself

"holding the bag."

Sometimes there is no real good jobber in a locality where one is needed strategically. Then it becomes necessary to select the best one available and start right in to develop him into the kind of a jobber you want him to be. is slow, hard work, but generally shows results by gaining distribution in a section that may have been overlooked by your competitors because there was no good jobber on the ground.

MAKE THE JOBBER WANT YOUR LINE

Another thing to remember is the wisdom of making a jobber want your line. To do this, of course, requires demand for your product first of all, and then a gradual building up of a jobber list by careful selection instead of a pell-mell rush to gain numbers. If a manufacturer wants quick, widespread distribution at any cost, that is easily obtained. another thing, however, to build up a permanent, loyal jobbing organization, and the first step is to make every one of your jobbers realize that the franchise to sell your line is worth something, not only to obtain but also to retain.

The big outstanding thing that seems to be lacking in most systems of jobber selling is that warmth and co-ordination which should be a part of every selling organization; that something or other which makes every manjack feel that he is an important factor in a common cause; that camaraderie which gives everyone a different sort of attitude toward his work and induces him to strain just a bit harder to accomplish the desired result.

It can be done only by taking the jobber unreservedly into your confidence and acquainting him and his entire organization with every step in your marketing program. The manufacturers who are most successfully selling through jobbers today are those who consider the jobbers' organizations as

their own and give the facts to everybody concerned in the sale of their products. It is important that manufacturer's salesman be equipped with all the information about his product and the policies of his company, but it should be imperative that the jobbers' salesman have the same equipment with which to convince those merchants who buy perhaps in small quantities, but whose total volume represents the life or death of the manufacturer.

In the linoleum industry, order has come out of chaos by applying these principles over a period of years. Ten years ago there was no such thing as a price on lino-There were price lists, of course, but buyers were after discounts above everything, until jobbers were being pitted against each other in a battle to determine who could give the greatest dis-The result was that some actually were selling linoleum at a loss, while merchants sat back and wondered if they were getting as good a discount as their competitors across the street or around the corner.

Slowly, gradually, but permanently such conditions have been remedied, almost entirely by the whole-souled confidence that has been built up between manufac-turer and jobber.

Here again the personal touch has been necessary. Each year for nine years, the jobbers of Armstrong's linoleum have met for three days in Lancaster to discuss the past and plan the future. Principals of competitive houses have sat side by side in business sessions, argued with each other in discussion, run the fat men's or the bald head race together at a field sports day, or thrown paper streamers at each other across the banquet table. They have learned more about linoleum and each other in this way than could ever be hoped for in the cold type of correspondence, or the casual meetings among the trade, or in New York at the "openings." They come away each year with a far better conception of "what it's all about," a lot greater respect and admiration for each other,

## WANTED

NE or two advertising salesmen who can visualize the possibilities of, and play an active part in putting across, a publication which has the largest circulation of any Magazine of Fashion in the class field.

FASHIONABLE DRESS offers an unusual opportunity to the type of man who is tired of traveling in a circle—who can do creative work and seeks a chance to prove it—who would rather blaze a path than follow one—who would fight harder in the knowledge that his earning power was only limited by his productive power.

Interviews may be arranged by addressing H. M. Love, Advertising Director of FASHIONABLE DRESS, 250 Fourth Avenue, New York.

Largest Circulation of Any Fashion Publication in the Class Field

## **FASHIONABLE DRESS**

Member Audit Bureau of Circulations

and a firm conviction that they are an integral part of a great marketing organization and as such they have no fear of anything being "put over" on them.

Two days of work and one of play constitute these meetings, and all expenses while at Lancaster are borne by the Armstrong Cork Company. The attendance is growing year by year, and more than 80 per cent of our jobbers were represented in 1925, a convincing proof that they like to get back and see each other and renew their enthusiasm and respect for a line that is making money for them, on a basis that allows them to play the game with the manufacturer and be sure that his cards are all on the table.

## TAKING THE JOBBERS INTO THE FAMILY

With such splendid things coming out of our jobbers' conventions, it was decided to extend the idea of taking our jobbers into the family, and a plan was evolved by which the jobbers' salesman might learn at first hand some things about Armstrong's linoleum. If he could be enthused in the same way, as his "boss," wouldn't he be a better link in our

chain of distribution? So, in 1925, a plan was put into effect whereby each Armstrong jobber is permitted to send two men per year to meetings of salesmen, which are held in January and July. Each meeting lasts four days, and includes everything from a thorough trip through the factory to a demonstration of the color possibilities of linoleum floors by the company's interior decorator. The program is designed to cover all the subjects that may interest the salesman. with talks, demonstrations, and discussions under the leadership of sales and production executives.

Plenty of entertainment is provided in the evenings, with lots of wholesome fun poked at the individuals as their characteristics show up in contact with their fellows. At the end of four such days, a group of traveling salesmen are pretty well acquainted, not only with each other, but with

the manufacturer's organization and with the things it stands for. Is there any doubt that these salesmen, most of them anyhow, will go forth to their rapid fire calls on the retail trade with a little more punch and a few more good "reasons why" in their linoleum sales talk? And do they not have just a bit more loyalty and pride as they feel that they are a very definite part of a big organization with a reputation for square shooting?,

Furthermore, will they not be just a bit less ready to believe all the rumors they may hear from the trade concerning unfair practices on the part of competitors? Aren't they more apt to say, "I don't believe so-and-so is that kind of a fellow"?

Three of these meetings have been held so far. Jobbers have sent their top string men. They have held contests to select them. The men all want to come. And yet the Armstrong Cork Company only shares the cost, paying one-half the total expense of transportation and living, while the jobbing house pays the other half. Something for nothing is dangerous, and generally worthless, and if the jobber has an investment in these meetings, he sends someone worth while.

A total of 133 salesmen have attended the three meetings thus far, representing jobbers in almost all the important centres. They have come from Los Angeles and Boston, St. Paul and Dallas, Birmingham and Seattle, thousands of miles, sacrificing time that might have been put to earning dollars, in order that they might learn more about the product they sell and the people who make it and how to sell more of

That's what we call jobber confidence, and that is the reason we haven't too much sympathy for those who cry out from the house-tops that the jobber method of distribution is all wrong. We have found it to be all right because we decided long ago to give it a real chance to prove itself with our honest help. And it has justified our faith.



# There's A Reason of Course—And It is Conclusively Convincing

Of the 26,569,198 lines of advertising carried by The Washington Star last year 18,219,245 lines were used by local advertisers, which are 2,200,001 lines MORE than were carried by all the other papers here combined.

These Figures demonstrate two things:

The value the local merchants place upon publicity, and their very decided preference for The Star, based upon the overwhelming quantity and quality of its circulation.

But it also indicates the fertility of the National Capital as a market—and that The Star is the key to successful coverage.

> Any specific information regarding this market which you may desire will be gladly furnished by our Statistical Department upon request.

## The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE Dan A. Carroll 110 E. 42nd Street CHICAGO OFFICE J. E. Lutz Tower Building



There is an Elks Club wherever there is a **Trading Center** 



The Largest Magazine for Men

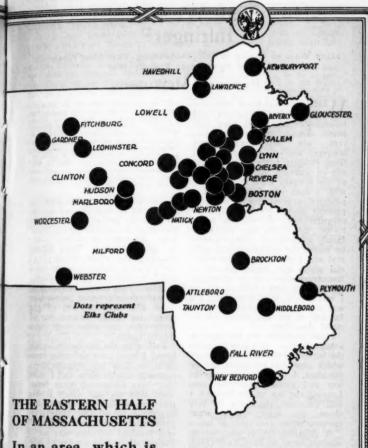
850,000 Identified Circulation

50 East 42nd Street New York City

OF

only

Sta



In an area, which is only half of this great State there are 34,079 Elks who read and own The Elks Magazine.

## How Shall We Handle the Infringer?

Many Ways of Issuing Warnings-Assuming That Most People Are Honest Seems More Friendly Way

#### By George McWilliams

WHAT I don't know about the legal side of patents and trade-marks would fill many vol-Two of my friends, howwell-known lawyers, and a discussion with them recently turned upon methods of warning infringers. Both of the lawyers were at my home with a man who has invented a patented process for making a product under which he licenses manufacturers in various territories. Since this was sort of a family affair and no charge was to be made, the discussion was general and I picked up some material which may be of interest to manufacturers. For it seems to me, that the part of the discussion I was able to shed some light on, was almost as helpful to the manufacturer as the legal advice he secured that night.

How to handle the infringer is a legal matter. But how to write the letter and the advertising copy which says that infringers will be punished, is an advertising problem and a very important one. Leaving the law to the lawyers, I will continue, therefore, to talk the copy which some about

lawvers write.

A druggist, let us say, on an obscure street in East Rutherford, N. J., is caught pedling a substitute for a well-known advertised This is the first case product. which has ever come to the owner's attention, and he is worried about it. He consults with his lawyer and a few weeks later an advertisement something like this appears in the trade publications going to all druggists:

#### WARNING

It has been brought to our attention ht has been brought to but askilling that several druggists have been selling as and for Dainty Wash on orders for Dainty Wash, a product which is not Dainty Wash. Such practice on the part of druggists amounts to substitu-tion, and is an infringement against the trade-mark rights of the Dainty Wash Company. For such practice the Dainty Wash company may maintain in the United Wash company hay maintain in the United States Courts an action against you for unfair competition and infringement with prayer for injunction and large damages. prayer for injunction and large damages. Substitution by druggists must be dis-continued at once. Our trade-mark and good name will be maintained to the fullest extent of the law. of ve

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Thousands of druggists read the advertisement and, if they are at all human, get at least slightly peeved at the Dainty Wash Com-pany. Because one of their number has resorted to unfair selling practices, the whole industry has the big stick shaken over its head and is threatened with dire consequences. That kind of advertising always reminds me of people who insist that all ministers of the gospel are crooks because one of them once ran away with some church funds.

Following the discussion at my home, I have been gathering some facts on how big manufacturers approach this 'problem, and I think they have discovered many better ways than the one which I have given above in only slightly exaggerated form. One large company which has prosecuted several hundred infringements on its trade-mark, makes a point of having its lawyer write a letter to the individual infringer in which he is politely requested in a friendly manner to discontinue his practice. The only really disagreeable note in the letter is the last paragraph which says:

"Kindly advise us by return mail of your intentions."

sometimes This sentence is varied to read:

"We expect to hear from you by return mail saying that this action on your part will cease." The company considers it a mis-

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take to broadcast any general warning, preferring to take up each case in its true relation as an

individual infringement.

Surely no trade-mark is of greater value than the script word Ford." It is known in all parts of the civilized world, and is of very real and tangible value. Yet the Ford Motor Company uses far less severe language than many smaller concerns in calling the attention of possible infringers to their bad practice. I saw a recent letter written by the assistant manager of a Ford branch factory to a concern in his territory which was using the automobile company's trade-mark. Here is a copy of the Ford letter:

We wish to call your attention to the fact that the script word "Ford" is our tact that the script word rord is our registered trade-mark, and we cannot countenance its use by anyone that is not authorized by us to do so. We do doubt you are familiar with the value of a registered trade-mark, there-

fore our request for you to discontinue the use of the script word "Ford" is only in line with the protection offered

in the use of a registered trade-mark.
We believe the name "Ford" in block
letters should afford you sufficient significiate in your business and we are ask-ing for your co-operation in upholding the law regarding a registered trade-

will you please advise us at your earliest convenience, your intentions re-garding the further use of the script word "Ford" by you, so that we may advise our Legal Department at Detroit accordingly.

Thanking you in advance for your attention to this matter, we are Ford Motor Company

It is to be noted in this letter that while the company is very firm in its intention to protect its registered trade-mark, a friendly tone is used almost throughout. The company even goes to the trouble of suggesting another method of using the name which would not be an infringement, and assuming that the man is a lawabiding citizen, asks his co-operation in upholding the law.

The method of assuming that the great majority of retailers in the trade are honest, and even that the man himself who has done the infringing is laboring under misapprehension, seems to me to be far better sales strategy than the mere warning in strictly legal

terms. Let me contrast two of the more or less threatening kinds of warning with two which strike me as being infinitely better.

The Excelsior Mills of Union. S. C., comes out baldly with this

statement:

Those who use tinted yarn not made by the Excelsior Mills, or its licenses, in the manner set forth in the Wilcox Patent, and unlicensed manufacturers of Patent, and unicensed manufacturers of such yarns sold for such use, are hereby warned that their acts constitute an in-fringement of our Patent, and that we intend to protect our rights and sue all infringers for an injunction and an accounting for profits and damages.

There is a strict warning with the implication that the company is ready and willing to fight. The advertisement probably performs a useful service, but it is most legal in its implication. So is the following used as an advertise-ment by Franc-Strohmenger & Cowan, Inc., run under the heading, "Warning to Manufacturers and Retailers of Men's Neckwear," which ends by saving:

It is our intention to protect our rights to the fullest possible extent, and we wish it clearly understood that we will hold all infringers responsible for their acts.

Let me now, in order to be constructive in my criticism, offer two examples of another way of accomplishing the same purpose. Note first the advertisement of the Celma Company, of Toledo, Ohio. Instead of a warning it runs its advertising copy this way:

Important Notice to Buyers Regarding Loospact

Loospact

It has come to our attention that several manufacturers of toilet goods have been making use of the name "Loospact" in connection with loose powder vanities, thinking that this name is a general or common term for a loose powder case or container. "Loospact" is not a descriptive term. "Loospact" is a registered trade-mark on which we have the exclusive priority rights. We also hold patent Number 1451955 dated April 17, 1923.

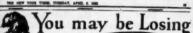
It is not permitted to use the name "Loospact" or the words "loose pack" to describe a loose powder container unless it is manufactured by us and carries

describe a loose powder container unless it is manufactured by us and carries the name: "Loospact."

The use of the name "Loospact" or the words "loose pack" applied to vanity cases not manufactured by us is an infringement of our trade-mark rights.

The warning is there all right.





Mo John E. Lane,

Aven Hospital. The United at Washington, D. C., was represent Cumming, Surgeon-General, and by Dr. Ch. Senior Surgeon of the Service.

Committees Appointed to Study Problem

four different committees were appointed to study various aspects of the problem, to report on adequate adult weight tables and to conduct a campaign of public education in cooperation with The Delineator. A formal resolution was adopted commending The Delineator "for its interest in arranging this conference and for its cooperation in placing the matter properly before the public."

Authoritative Articles to Appear in The Delineator

The practical results of the conference and the progress of its work will be reported in authoritative articles to be published in *The Delineator*. In the June issue will appear "Control Your Weight" by Dr. Wendell Phillips, president-elect of the American Medical Association. In the July issue Dr. Thomas D. Wood, Professor of Physical Education at Columbia University will contribute an article called "Watchful Weighting," bitch tells how one woman reduced forty pounds without injustic the light of the looks.

DELI

Planned Service

but there is also the assumption that the infringer has made an error of judgment instead of a deliberate attempt to be crooked. The general effect, it seems to me. is better than the advertisement which merely sounds scrappy without giving the other man any benefit of doubt whatever. Such an advertisement appears to me to be good sales strategy, winning good-will instead of scattering fear and serving notice that the company issuing the advertisement

is full of fight.

And here is another advertisement issued by a company which has had a great deal of experience fighting infringement suits. namely, the Lambert Pharmacal Company of St. Louis. This advertisement ran in a publication going to retail druggists. Instead of assuming that because a few druggists had offered fraudulent substitutions for a trade-marked article, the whole list of retail druggists in the country should be scolded and warned, the company takes a totally different attitude. It emphasizes the high ethics of the great majority, at the same time giving notice that it will wage a vigorous campaign to see that the evil practices of the minority are overcome. Incidentally it gets over to all retail druggists the fact that the company is to continue its extensive advertising campaign and so help legitimate dealers sell more goods. Here is the method used by this company, long in experience and clever in sales strategy:

#### FOR YOUR PROTECTION

So that you dealers who have a scrupulous respect for the ethics of your profession may be protected against those few dealers who are taking advantage of the tremendous sales of Listerine by offering the public fraudulent substitutions, we are

tae public fraudulent substitutions, we are waging a vigorous campaign to see that these evil practices are discontinued. Before the end of the year, our advertisements now reaching over 44,000,000 people per month will have carried a message of warning to the entire American public that Listerine is never sold in bulk.

Let nothing which I have said in this little article be construed as a lack of confidence in lawyers. Every man who is up against un-

fair competition and infringements needs the advice of a lawyer. I do make the point, however, that lawyers with all their legal knowledge for which they are paid, do not always have a good sense of sales strategy; they are not entirely competent to tell just how the letter or the advertisement should be written. It occurs to me that, with the facts in hand, the average sales manager or advertising manager can do a far better job of advising infringers or the trade in general concerning infringements than the best lawyer. As one looks over the large number of such advertisements in newspapers and magazines or the trade papers. one discovers that there is still plenty of room for improvement. I offer, therefore, as concrete suggestions to manufacturers with infringers to handle, the examples of Ford, the Celma Company and the Lambert Pharmacal Company.

I don't believe a lawyer wrote

any one of them.

#### Made Promotion Manager of "Harper's Bazar"

Perry Githens, recently advertising manager of Mosse, Inc., New York, has been made promotion manager of Harper's Basar, New York.

Dorothy Higgins, who has been with Good Housekeeping, New York, has also joined the promotion department of Harper's Basar.

#### C. E. Clifford with Michaels Agency

Charles E. Clifford has joined the copy staff of the Harry C. Michaels Company, New York advertising agency. He was recently a member of the copy depart-ment of Sherman & Lebair, Inc., also of New York.

#### Electric Auto-Lite Sales Report

The Electric Auto-Lite Company, To-ledo, Ohio, Willys Light farm lighting plants, reports sales of \$2,898,903 for the first quarter of this year. Net income for the same period was \$671,219, before taxes.

#### Alfred H. Karscher Dead

Alfred H. Karscher, who has been editor of "Kodakery," the trade publication of the Eastman Kodak Company, Rochester, N. Y., for the last thirteen years, died at that city on April 22. He was fifty-eight years old.

We get a big kick out of this profession of advertising typography, because no matter how fine a job we do, there's always a chance to do the next one even better



J. M. BUNDSCHO, Inc.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

# There is an Open Gate to the St.Louis Market for Building Material and Equipment



## —through the pages of The Globe-Democrat

The power of the printed page in St. Louis' Largest Daily is helping to write familiar trade names into building specifications in The 49th State.

It is helping advertisers to get business in St. Louis and 150 miles surrounding.... A market in which 1925 construction work totaled close to \$100.000.000.

\$54,877,013 was spent for building construction in St. Louis alone last year—representing 25% of the total volume of the 19 principal cities of the entire Southwestern District.

A 38% increase over 1924. . . . A greater gain than was made by 18 of the country's 25 largest cities.

But this year's first quarter volume even tops last year's record.

St. Louis Blobe -

F. St. J. Richards - - - New York Guy S. Osborn - - - - Chicago J. R. Scolaro - - - - - Detroit The Largest Daily

Permits issued in St. Louis during January, February and March amounted to more than \$12,315,103.

March was more than \$2,000,000 ahead of

March, 1925.

Included in this vast, expanding program are apartments, homes, hotels, theatres, hospitals, stores, office buildings, and factories. And in addition-St. Louis' \$87,000,000 Bond Issue for municipal improvement.

Here is a great, concentrated market for manufacturers of products entering into building construction—and The Newspaper of The 49th State covers this market as no other paper even

claims to do.

The Globe-Democrat Home-Builders' Page, a regular Sunday feature, has long been a feature of eager interest to home owners and home builders.

Photographs and detailed descriptions of model homes appear regularly each week. A surprising number of homes in The 49th State have been inspired and built from the finished working plans supplied by The Globe-Democrat.

"Help for the Man Who Wants to Build" is a small homes plan book of which more than 16,000 copies have been purchased from The Globe-Democrat in less than eighteen months.

The Globe-Democrat is actively promoting home building. Its program is sponsored by architects, contractors, realtors and men in every line of building endeavor.

Advertising in The Globe-Democrat reaches the men you need to reach. Let it increase the demand for your product and enable you to reap the rewards which this market holds out to you.

There is an open gate to the St. Louis market for building materials and equipment through the pages of St. Louis' Largest Daily.

# emocrat

in the 49th State C. Geo. Krogness - San Fran Dorland Agency, Ltd. - - L

HIS newspaper never did claim to cover all Detroit. But its city circulation is large enough to reach 31,000 more than the total number of families owning their own homes . . . large enough to cover the English-speaking homes . . . large enough to cover one out of every two of all classes of homes, and in the trading territory outside of Detroit its circulation is large enough to cover two out of every three homes.





## The Detroit Free Press

VERREE & CONKLIN, Inc.
National Representatives

New York

Chicago San Francisco Detroit

#### Time-Saving Plans in Advertising Departments to Be Discussed

A Number of Five-Minute Talks Will Be a Feature of the Forthcoming Semi-Annual Convention of the Association of National Advertisers to Be Held Shortly at Chicago

METHODS of increasing the effectiveness in the functioning of advertising departments will be the principal subject of discussion at the semi-annual convention of the Association of National Advertisers, Inc., which is to be held at Chicago on May 10, 11 and 12. In a series of five-minute talks, representatives of national advertisers will explain minor time-saving plans which they have adopted to speed the work of their departments.

"The Advertising Department, Its Place in Business Organization," the first topic on the program, will be discussed by A. W. Shaw, president of the A. W. Shaw Company. At the afternoon session on May 10, the subjects and their speakers will be: "Organizing to Get Things Done in the Advertising Department," Kenyon Stevenson, Armstrong Cork Company; "Some Things We Can Learn from the Department Store Advertising Manager," V. C. Cutts, advertising manager," The H. W. Gossard Company, and "Laying the Foundations of an Advertising Campaign," H. G. Weaver, assistant to director, sales section, advisory staff, of the General Motors Corporation.

W. S. Lockwood, advertising manager, Johns-Manville, Inc., will be the first speaker at the morning session on May 11. His topic will be, "The Organization of an Advertising Department for Production." Everett R. Smith, advertising manager, The Fuller Brush Company, will explain how his company sells advertising cooperation to its salesmen, while the next speaker, W. K. Towers, advertising manager, Paige-Detroit

Motor Car Company, will tell how his company sells its distributors on advertising co-operation. "The Records of an Advertising Department," will be discussed by W. F. Earls, advertising manager, United States Rubber Company.

The open forum on minor timesaving plans will be held at the afternoon session on May 11. An important feature of this session will be a farm paper circulation clinic which will be conducted under the chairmanship of O. Harn, advertising manager, National Lead Company. "Circulation Methods in the Field," will be discussed by the following: Marco Morrow, assistant publisher, The Capper Publications; Horace C. Klein, publisher, St Paul Farmer, and E. T. Hall, vice-president, Ralston Purina Company and president of the Association of National Advertisers. L. E. Frailey, of the Ralston Purina Company, will speak on the management of departmental per-

The semi-annual dinner of the association will be held in the evening and the speakers will be Clarence Darrow and Harry T. Brundidge.

At the concluding session on the morning of May 12, Kerwin H. Fulton, president of the General Outdoor Advertising Company, will outline new developments which have taken place in the outdoor advertising field. H. M. Bourne, advertising manager, H. J. Heinz Company, will report on standardization of process colors. The convention will close with addresses by G. Lynn Sumner, president, G. Lynn Sumner Company, whose subject will be, "Is the Advertising Dollar Decreasing in Effectiveness?" and Harry R. Wellman, professor of marketing, Amos Tuck School, Dartmouth College, who will talk on wastes in advertising.

#### Financial Magazines Merged

The National Financial News, New York, owned and published by A. Newton Plummer, has been purchased by the Magasine of Wall Street, also of New York, with which it will be merged.

#### Exclusive Dealers in Farm Machinery Field

THE JAMES FISHER COMPANY
TORONTO Editor of PRINTERS' INK

Editor of PRINTERS' INK:

I was interested in reading an article in an old copy of PRINTERS' INK on "Retail Stores or Traveling Agents to Sell the Farmer." I have had occasion recently to go over the figures of a manufacturer selling to farmers, and I find that the average commission earned by an agent is approximately \$400 a year. This means that that particular agent must add to his line in order to make a living. The question comes up "What is the future in implement selling to the farmers"? Is it to be carried on by dealers interested in several lines and will some of those lines overlap, or will aggressive those lines overlap, or will aggressive general merchants in small towns be persuaded to handle farm machinery?

THE JAMES FISHER COMPANY WM. M. CHISHOLM.

VERY few manufacturers of farm machinery sell through agents who handle only a single product. Today most farm ma-chinery is sold through regular machinery dealers. These dealers either conduct an exclusive machinery business or else they run a machinery department as a sideline to their hardware or general store, their lumber yard or whatever their regular line is.

The time was when almost every small-town hardware store had a farm machinery department. But we understand that the tendency now is toward the exclusive Less and less is farm machinery being handled as a side-This means fewer dealers,

but larger ones.

Of course, there are still some manufacturers who sell through agents who carry only one product or at the most three or four products. Home-lighting plants are largely sold in this manner. The reason here is obvious. There should be enough electric plant business in a prosperous farming community to justify an agent giving all his time to the work. Sewing machines were always sold in this way. The De Laval Separator Company used to have some agents who carried no other product. Most of these agents were farmers who took on the agency

to fill in their spare time. Pianos and organs were formerly sold to the farmer in this manner. And so were stoves. The agent loaded a wagon with three or four stoyes and kept on going until he sold the

It will be found, however, that not only these products but all others that used to be sold through traveling agents are now sold through dealers who have established places of business in the nearest town. It is true that many of these dealers often send out salesmen to call on their customers the surrounding countryside. These salesmen may at times push a specialty, such as corn harvesting machinery, but as a rule they are sent out to sell the dealer's whole

A point to be taken into consideration is that farm machinery is not so hard to sell as it used to Education and advertising have created a ready acceptance for machinery. Farmers are willing to buy all the newest wrinkles in machinery as soon as they can afford them .- [Ed. PRINTERS' INK.

Royce Martin with Minneapolis Agency

Royce Martin, formerly assistant advertising manager of the Minneapolis Heat Regulator Company, Minneapolis, has joined the Amesbury Advertising Agency, of that city, as an account executive.

Warner-Quinlan Account with Groesbeck-Hearn

The Warner-Quinlan Company, New York, oil products and manufacturer of Mileage Gas and Mileage Lub-Oil, has placed its advertising account with Groesbeck-Hearn, Inc., New York advertising agency.

Name Changed to Lindenstein-Kimball, Inc.

The name of S. G. Lindenstein, Inc., publishers' representative, has been changed to Lindenstein-Kimball, Inc. Frederic A. Kimball became associated with Mr. Lindenstein several months

Eastman Kodak Profit

The report of the Eastman Kodak Company, Rochester, N. Y., shows a net profit of \$18,467,113, after charges, for the year ended December 31, 1925. This compares with \$17,201,815 re-ported in the previous year.

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# A Prominent Advertising Agent Says

"Your paper is in daily contact with the business intelligence of the country."

He is right!

Already The United States Daily has entered subscriptions for the most important men in the Railroad field; in the Iron and Steel Industry; in Shipping; in Public Utilities; in Construction; in Public Life; in Banking and Finance; in Corporation Law; in the Packing Industry; in Miscellaneous Manufacturing; in Mining; in State and Municipal Governments; in Insurance; in the Automobile Industry and in twenty-four other broad business classifications. These subscriptions have come to us from every State in the Union.

There is no audience of greater importance or more concentrated influence—and for the first time in publishing you have the opportunity of keeping in daily contact with it.

A copy of the paper and complete details will be sent on request.

## The United States Daily

DAVID LAWRENCE President and Editor

New York Office: 52 Vanderbilt Ave. Established March 4th, 1926

**Washington** 

Chicago Office: London Guarantee Bldg. VICTOR WHITLOCK
Vice-President and
Director of Advertising

San Francisco Office: Bulletin Building



#### THE . PUBLICATIONS . OF . THI

In every agricultural community live stock farms are conspicuous for their improvements, modern buildings, up-to-date equipment, good live stock and superior crops.—The live stock farm is always the standard of comparison.





URING the month of April hogs paid approximately \$1.20 a bushel for corn, against a cash corn price of around 72 cents a bushel. This is typical of live stock returns on the corn crop harvested last fall.

The live stock farmer is making more money than at any time since 1920, and his prospects are highly favorable for a period of years to come. Marketing farm products through cattle, hogs and sheep continues to prove its soundness as the permanent farm program assuring stability and profit.

Corn Belt I

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#### STOCK INDUSTRY F . THE · LIVE





Daily Drovers Journal, Chicago Daily Journal-Stockman, Omaha Daily Drovers Telegram, Kansas City Daily Live Stock Reporter, St. Louis

Combined Circulation-More than 100,000 Guaranteed Subscription Price — Each publication \$5.00 per year Combination Advertising Rate — 35 cents per line flat Unit Service - One Order, One Plate, One Bill

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago W. E. Hutchinson, Adv. Mgr. Eastern Office: Paul W. and Guy F. Minnick 35 W. 42nd St., New York



### THE ERICKSON COMPANY

Advertising

#### 381 FOURTH AVENUE NEW YORK

If you want to know about our work, watch the advertising of the following:

BON AMI

CONGOLEUM RUGS VALSPAR VARNISH **GRINNELL SPRINKLERS** McCUTCHEON LINENS TAVANNES WATCHES PETER SCHUYLER CIGARS ANSCO CAMERAS AND FILM COLUMBIA WINDOW SHADES WELLSWORTH OPTICAL PRODUCTS TARVIA DUZ MILLER TIRES WALLACE SILVER THE DICTAPHONE BARRETT ROOFINGS NAIRN INLAID LINOLEUM COOPER HEWITT WORK-LIGHT SILVER KING GINGER ALE **BONDED FLOORS** HAVOLINE OIL

NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies
Member of the Audit Bureau of Circulations
Member of the National Outdoor Advertising Bureau

## Advertising Thrift with an "Instalment" Argument

Mercantile Trust Company, of St. Louis, Advertises for Savings Accounts with the Unique Argument, "Buy Money on Easy Payments"

IT doesn't often happen that an advertiser in one field is able to appropriate the sales argument of an advertiser in another field, when the two are, in a sense, competitors, and do it in an entirely friendly and ethical manner. An advertisement published a few weeks ago in a St. Louis newspaper shows how the Mercantile Trust Company, of that city, addressed a message specifically to people whose habit or custom it is to buy commodities on the instalment plan and invited them to buy money on weekly or monthly pay-

The interesting feature of the advertisement is that it does not contain a single word of adverse regarding instalment buying, but in quite a felicitous way it keys its message to the purchasing habit, or rather paying habit, which instalment buying entails with those who buy on that plan. Another point which makes this advertisement more than ordinarily interesting is the general effectiveness of the whole message, due to the size of space used and the care and thoroughness with which the facts are presented and the convincingness of the presen-

The space taken up is five columns wide by nineteen or twenty inches deep. Under a standing head, consisting of the words "Mercantile Service," there is a giant-size caption reading "A Word to Instalment Buyers," set Word to Instalment Buyers, in two lines. The text follows:

You have formed the habit of making weekly or monthly payments. Whether or not it is a good habit can't be told here, because we don't know the circumstances that apply to your particular case. The fact remains that you are accustomed to making regular payments, and this can be useful to you if you will adopt the following plant:

Start now, and buy \$500 or \$1,000, or any amount of money you want and can afford to buy, on easy weekly or

monthly payments. Select one of the plans suggested below . . or tell us how much you want and we'll suggest other plans. Then open a Mercantile Savings Account and one deposit the most convenient amount at the most convenient time. It's the same as buying anything else on time payments, with this big difference: You'll be saving interest instead of paying interest. Buy some independence and happiness on easy payments—start novel

on easy payments-start now!

The above message is signed in facsimile, "Festus J. Wade, President."

Below this, and in about the dead centre of the advertisement, is a tabulated arrangement consisting of three large boxes under which are three small boxes. There is a caption at the top of each box, reading, beginning with the first and running through to the last, "The price of \$100," "The price of \$1,000," "The price of \$2,000," "The price of \$3,000," "The pri of \$5,000."

In connection with the three large boxes, four plans of buying the sum of money indicated at the top of box are given, as for example, for buying "\$100" plan number one is "\$2 a week for one year buys \$105.57"; plan number two is "\$1 a week for two years buys \$107.16"; plan number three is "\$2 a month for four years buys \$101.95"; and plan number four is "\$3 a month for three years buys \$112.97." In connection with the three small boxes, only two plans are given, one weekly and one monthly, as follows: Under the first box; "The price of \$2,000," the first plan is "\$5 a week for seven years buys \$2,023.62"; and the second is "\$15 a month for ten years buys \$2,096.73,"

advertisement concludes with an explanation of the method in which the interest is earned and a final reference to "buying happiness" on easy payments, thus: We pay you 3 per cent compound

interest, and credit it on your pay-ments every six months. Earned in-terest has been included in the results shown—for instance—\$5 a week for ten years would amount to only \$2,600, but earned interest brings it to \$3,028.62. Here is another example: By depositing \$22 a month for fifteen years you can buy an income of \$22 a month for the remainder of your life and have an estate of \$5,000. Tell us how much you want . . . then we'll tell you how to get it, and help you get it. Buy a little happiness on easy pay-

In view of the heated arguments that have been advanced on both sides of the instalment question, this advertisement has still another large point in its favor not previously mentioned, namely, it is of very timely interest, accentuated by the fact that it emanates from a

banking institution.

A copy appeal of a somewhat similar nature used by the Wells Fargo Bank & Union Trust Company of San Francisco, was described in PRINTERS' INK of December 31, 1925, in which the bank advertised for savings accounts under a caption "Buy \$1,000 Plan." The Wells Fargo campaign differed, however, from that of the Mercantile Trust Company in that the advertising of the former was not addressed specifically to the instalment audience.

#### National Tea Sales Greater

The sales of the National Tea Com-The sales of the National Tea Company, Chicago, totaled \$4,561,503 in March, as against \$3,839,973 in that month last year. This is a gain of \$721,530, or 18.7 per cent. For the first three months of 1926, sales were \$13,358,440, against \$11,428,356 in the corresponding period of 1925, an increase of 16.8 per cent.

#### Willys-Overland Profits Five Times Greater

The net profits of the Willys-Overland Company, Toledo, Ohio, and subsidiaries, manufacturers of Overland and Willys-Knight automobiles, amounted to \$11,422,777, after charges, for the year 1925. In the previous year, \$2,086,645 net profits was reported.

#### Appoints Howland and Howland

The Hanover, Pa., Sws has appointed Howland and Howland, publishers' representatives, as its national advertising representatives, effective May 1.

#### A Revolt Against "Gardenia · Day"

AMERICAN HOIST & DERRICK Co.

St. Paul, Minn.

Editor of Printers' Inx:
Good Lord! I thought that even the advertising brethren were nauseated by the flood of "days" and "weeks" which have been unleashed upon the public; days ranging all the way from "Mother's Day," when the florists commercialize one of the finest sentiments which redeems the heart of man, and "Father's Day," when we are supposed to buy the "Old Gent" a tie or a pair of galluses, to canned goods day (or is it week?) and other ridiculous attempts to dedicate and other ridiculous attempts to dedicate days and weeks to purely commercial

I have been doing publicity work for nearly twenty years, but it makes me sick to see every honest and decent sentiment pounced upon by somebody sentiment pounced upon by somepouy with goods to sell and basely commer-cialized. What significance has Christ-mas now other than being a day on which extravagant gifts are given and received? Or what does Easter mean aside from new hats and fine clothes?

Cannot we observe days and anniversaries without someone trying to "cash in" on the sentiment involved? And cannot manufacturers sell their

and cannot manuracturers sent their product without brazenly taking a week out of the year and dedicating it to canned goods, raisins, prunes or candy?

What provoked me to this outburst is the spectacle of the usually well balanced "Little Schoolmaster" siccing the anced Little Schoolmaster" siccing the florists on the first day of spring; egging them on to urge the docile citizenty to wear a gardenia as a salue to the returning sun. Perhaps as a result of this bit of ill-advised, this entirely uncalled for hint to the alert floral fractive the time. ternity, the time will come when the male citizen who ventures abroad on the twenty-first day of March without the protecting gardenia will be as much a pariah as the non-conforming var-mint who wears his straw Kelly too soon in the summer or too late in the fall

In the name of the noble sentiments enunciated by Patrick Henry and crystallized for all time in the now somewhat discredited Declaration of Independence, let us have no more "days" the main purpose of which is to commercialize an honest and beautiful human resultants. mercialize an ionest and beautiful man sentiment and turn it to someone's profit. We are all glad to see spring return, but there is no reason in God's world why we should pay tribute to the florists for a conventional means to express our happiness.
E. P. Brown,

#### Test Campaign for Coffee in West

A test campaign in newspapers is being conducted by The Dern Company, Colorado Springs, Colo., for its product, Tenmor-Derngood Coffee. This advertising, which is being directed by the Hathaway Advertising Service, Colorado Springs, is preliminary to a national campaign.

# A New hi mark

THE greatest January, February and March volume in history—this is the phenomenal record established by The Los Angeles EVE-NING HERALD in National Advertising during the first quarter of 1926.

During this period The Evening Herald made greater gains in National Advertising over the corresponding months of 1925 than ALL OTHER LOS ANGELES DAILY NEWS-PAPERS COMBINED.

Think It Over!

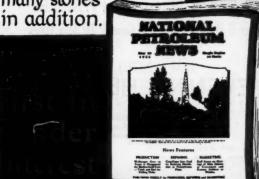
THE EVENING HERALD Gained 77,812 Lines Other 5 Pailies Combined Gained 70,385 Lines

## LOS ANGELES EVENING HERALD

REPRESENTATIVES
Q. LOGAN PAYNE CO.,
401 Tower Bidg., 6 N. Michigan Ava.,
Chicago, III.

H. W. MOLONEY, 604 Times Building, New York A. J. NORRIS HILL, 710 Hearst Building, San Francisco To interest an oil executive, all in ~ formation must be live, authorita~ tive and hot.

That is why the annual telegraph bill of National Petroleum News runs up-and up-and up-and up. Several pages of editorial material are wired in every week and often many stories



# The Unselfish Note in Industrial Advertising

One Advertiser Does a Job for the Whole Khaki Industry

IT has been said that the value of advertising increases in direct proportion to its unselfishness. It has often happened in the past that when the name of the maker was subordinated to the good of the industry, the campaign's power to convince increased greatly, and good-will came quickly to the man who took the attitude that if he spoke well of the whole industry of which he was a part, he would be content to get his share.

There have been many examples in industrial advertising of this unselfish attitude. One of the latest, and in an industry which has sometimes been accused of not doing its share, is the present direct-mail campaign of the McCampbell Department, of Harding, Tilton & Company, representatives of big khaki mills in the South.

A series of direct-mail pieces has been prepared by that organization to go to buyers of the raw material khaki, who later fashion it into various trade-marked and branded work garments, sport clothes and a multitude of other products. The first piece just now being mailed to a large list of manufacturers in the cutting-up trade talks khaki but not any particular brand. At the top is a large illustration of a Hindoo sniper kneeling behind a great rock. "A Hindoo Sniper Started It" says the caption. The copy then tells something of the genesis of khaki and attributes it to an unnamed Tommie thus:

There he sat among the rocks of a high hillside. His turbaned head came up for a brief moment, his long, thin musket spoke, and another British soldier lay in the valley below crumpled on

dier lay in the valley below crumpess on the ground.

This Hindoo was the crack marksman of the famous Mad Mullah. The English War Office still remembers with a shudder the battle the Mullah gave the British troops more than seventy years ago. The British in their white cotton uniforms, against the dusty background of the sandy plain, made easy targets for the mountain sharpshooters. It is a pity that no one will ever know the name of the Tommie who, becoming tired of being a target, took mud from the banks of a stream and smeared his uniform with it. That man discovered khaki, and Khaki, a Hindoo word meaning dust or mud colored, has come to mean any cloth of that color. His successful experiment in camouflage convinced his officers. The next day the whole regiment did the first dyeing job in the history of the khaki business. They dyed quickly, so they wouldn't die so fast.

The rest of the copy in this unusual mailing piece, full of human interest, describes the evolution of khaki from that time on through the Sepoy Mutiny until the present day when it is used for its modern multitude of uses. Then modestly at the bottom of the mailing piece in small type is this phrase "Printed in the Interest of the Khaki Industry by the Mc-Campbell Department of Harding, Tilton & Company."

The remainder of the series will take up other points in the history of khaki, its modern uses, its part in helping to build the health of the American public as an outdoor uniform, and other broad, general principles, in the benefits of which all the competitors of this correct will not be the competitions of this correct will not be the competitions.

this company will naturally share. Officials of the company state that great interest has been expressed in the news of this unusual series by its largest customers. It offers another interesting example, this time in the textile field, of the tendency to do something in an advertising way for the whole industry, content in the knowledge that if the firm itself is alert and alive, it will secure its share of the resulting increase in business and good-will.

#### Libby, McNeil & Libby Profits Gain

The report of Libby, McNeil & Libby, Chicago, Libby's food products, shows a net profit, after charges, of \$2,405,415 for the year ended March 6, 1926. This compares with \$1,433,828 for the previous fiscal year.

# Spotlighting the "Wallingfords"

J. Rufus Wallingford may exist only in fiction. But he has numerous prototypes preying upon the hardware retailers of the United States. They use high pressure salesmanship, glowing promises—and joker contracts.

Many a dealer sees his expected profits fade into oblivion because of some finely printed words in the agreement he has signed. They are words which have been hastily glossed over by the high-pressure salesman as "just a form."

These commercial leeches work within the law—just within. And they divert hundreds of thousands of hardware dollars from legitimate manufacturers and wholesalers every year.

That they do not get away with a larger sum is due to the activity of the National Retail Hardware Association. Scarcely a week passes but that this organization makes a thorough investigation of some "Hardware Wallingford" and protects its membership by giving information regarding that particular scheme.

So effective has been work of this kind that the form letter baits issued by such concerns are constantly being forwarded to National Headquarters by "informed" dealers.

Thousands of retailers have learned from the N. R. H. A. warnings to follow the Associated Advertising Club's advice to "Investigate before you Invest."

National Retail Hardware Association INDIANAPOLIS



Hardware official publication of this Association, is the prime means used to "Spotlight the Wallingfords."
Reaching more than 22,000 paid subscribers in the retail hardware field it has the opportunity to protect its readers from these leeches. Such information has come to be practically a standard feature of the publication for which retail readers watch.

### These Plans Got Physicians to Prescribe Our Product

Our Product Had to Lift Itself by Its Own Bootstraps

#### By Herbert E. Smith

President, Burnham Soluble Iodine Company

PHYSICIANS, as a group, are proverbially hard to sell. So, when the Burnham Soluble Iodine Company put an entirely new product, soluble iodine, on the market, our organization was not only up against the usual difficulties of distributing something different from the usual run of pharmaceuticals, but it was also up against the special sales resistance of the medical profession plus the additional handicap of not being able, for ethical reasons, to sell or advertise direct to the con-

Specifically our problems were

(1) To market a product that was not only brand new, but the very existence of which, reasons that I shall go into in a moment, was not generally believed possible;

(2) To overcome the resistance of physicians who are slow to ac-

cept innovations;

(3) To gain the good-will of druggists and to educate them to the use of soluble iodine so that the substitution of other materials in place of ours would not be indulged in:

(4) To create a market in which the ultimate consumer, because of medical ethics, which we chose to adhere to, and the nature of the product, could not be appealed

(5) To educate physicians, not only in the use of Burnham's Soluble Iodine in various conditions, but also to educate them to the use of proper dosages, an all-important point.

The methods we used to solve these varied problems are plain and simple—the sort that any manufacturer with a new product to put on the market in face of adverse conditions could adapt to his needs.

They have proved successful with us over a period of twenty-six

Iodine has long been known by medical men to have curative powers in a wide variety of diseases, but until 1900 it was never possible to administer it in sufficient quantities to bring about maximum beneficial results, for the reason that it had to be given in the form of iodides in which there was too little actual iodine present and proper dosages could not be given without serious consequences to the patient. It was also always considered a chemical impossibility to make soluble for internal use.

The discovery of Burnham's Soluble Iodine, which could be administered through the mouth or hypodermically in properly large quantities and without the ill effects attendant upon the usual accompanying iodides, opened a fine potential field-if physicians could

be educated to use it.

#### DOCTORS ARE SKEPTICAL

From the beginning, we realized that doctors would immediately question even the possibility of our claims. Consequently, first efforts were directed toward convincing physicians of the merits of the new product.

Before marketing the solution, called BSI, we put it through severe tests. Then, we took it to fifty prominent New England physicians, interviewed them, explained the product and how it should be used, supplied them with the soluble iodine and asked them to try it out for themselves. More than twenty-five of them did and obtained good results. These men gave us permission to use their statements in booklet form.

Two salesmen then set

through New England to make personal calls on leading doctors, and this personal solicitation formed the groundwork of our entire distributive structure, for it was on these interviews that the business was eventually built.

Having gained the medical man's attention and having pointed out the possibilities of soluble iodine in his own practice, backed with the statements of physicians who had tried it and clinics that had made tests with it, detail work was carried on, not only through medical journals and trade-paper advertising, but through directmail efforts.

#### PICKING THE LEADING LIGHTS

The plan was to pick a town of about 40,000 and go to several outstanding physicians in that community. Once these leading lights were shown the benefits of using soluble iodine and had adopted it, other doctors in that section would fall in line. Later, on a second trip, our salesman would call on the original men and also add others to his list. Meanwhile, between calls, we followed up the interviews closely.

Leading the list of follow-ups was medical journal advertising. This sounded a single note, that of the usefulness of the product in various diseases, based upon its non-irritating character and ability to give it with safety in any size dose desired.

Circularization by mail was a second means of keeping in touch with doctors between salesmen's visits. Because the medical man is known to be extremely hard to interest in any form of mail matter, it was necessary to take great pains in preparing booklets and letters. Our first effective idea was the preparation of a booklet of clinical tests on soluble iodine made by some of the best men in the United States, the very prominence of the names attracting the ordinary physician's attention-the opinions of these experts having much weight.

We also used circular letters, postcards and folders, changing the mechanical construction and the color of stock each time these were sent out. We printed our letters in very distinctive type,

After having sold 2 local physician on the idea of using soluble iodine, it was necessary for the salesmen to see that the local drug store had a supply of the product on hand when the doctor's prescription came in. Therefore, the salesmen would go to the leading prescription pharmacists in the town, explain that certain doctors were going to use BSI and that the stores should be ready to fill all calls. Our men would then tell the druggists that their jobbers were carrying the iodine.

In cases where the druggist could not be interested sufficiently to take the matter up with his wholesaler, our men would leave a four-ounce bottle in the retailer's hands. In other instances, although we were whole-heartedly opposed to the plan, it was found necessary to start the jobber on a consignment basis. But these consignments were strictly limited to small orders and to original orders only, and were used only when there was no other way to get the product started in a community where physicians had become interested in the use of the iodine and simply had to have it. never found it necessary, to make a second consignment. The product sold, as the druggist had been led to expect, and the next orders were regular jobber orders.

Our educational program was based on the principle that you can gain a man's good-will by helping him with his business. With his good-will gained, he will, of his own accord, turn to the use of your product. Accordingly, our men were instructed to go into drug stores and do nothing but gain the good-will of the proprietors by helpful suggestions about stock, sales methods and so forth. They were just to help the dealer in any way they possibly could.

The result of this continuous effort to aid the druggist with his problems was the gradual gaining of his respect for our company and our product. In

26

# 201,765

people are buying The New York Telegram every evening homeward boundand these people are of New York's younger element, whose preferences are not founded on the habits of the early nineties but upon the vogues of the moment-If you would tell your story to these happy, active home-loving people use the columns of The New York Telegram

<sup>\*</sup>Average net paid circulation for week ending April 17, 1926

the course of time, this sincere missionary work had its effect, and Burnham's Iodine began to be received as a contribution to the industry. With increasing respect for the product, substitution gradually diminished.

NO ADVERTISING TO THE LAITY

The consumer field, as I pointed out at the beginning of this article was, of necessity, closed to all ef-fort on our part. We appreciated, from the first, that medical ethics would at once eliminate BSI if it were not introduced and distributed on the highest of ethical standards. Furthermore, the character of the product called for its use, in many cases, under the supervision of a physician. distinctly a prescription was article. Therefore, we never advertised to the laity. When requests came to us for information about the product, we answered by letter explaining that a physician must prescribe for its use, and we suggested that the inquirer see his or her personal doctor.

Aside from the initial investment, all money for sales promotion and for advertising has been taken out of the business. Today, we are doing \$50,000 worth of advertising, including, course, sales promotion efforts in

all parts of the country. Now, besides having a branch factory in Montreal and an agency in Bombay, we have men in New York, the South, the Middle West, and on the Pacific Coast, each of whom has built up his district slowly and thoroughly on the plan that proved successful in New England. These men make personal calls once a year, seeing all physicians who are worth while and averaging ten calls a

At this stage of the game, our direct-mail plan is pretty well proved, and from twenty-five years of trial and error, we have evolved five lists of prospects, each of which is handled differently.

The first list of 10,000 names composes the "special men." These are large users of BSI and men of high standing. To them we write frequently and supply them most often with literature regarding new problems and new uses of the product. They are really the key men of the country, and in cases of epidemics of influenza or goiter, etc., we get in immediate touch with them.

List number two is larger. This contains the names of all men ever interviewed by our salesmen in the United States and Canada. To them we send our regular literature, but at not so frequent intervals as in the case of the special men.

The third list is made up of "card men," doctors who have written to us for samples or who have made mail requests for information.

In the fourth grouping come new graduates of medical schools, These names we secure by keeping in touch with colleges, and the young men so added to our list are followed up closely, later being put on list number one or number two.

Hospitals and health institutions. especially those devoted to tuberculosis, are the prospects on our fifth list. To these go special booklets on iodine therapy and so forth.

Once or twice a year 75,000 booklets are sent out to about 75 per cent of the medical profession, to all lists. This literature is of general character. In between these mailings goes other promotional material which takes up certain special phases of the use of soluble iodine.

Backing up all of this is our general advertising, carried in medical journals all over the country and to some extent also in trade papers.

S. L. Lester Dead

S. L. Lester, business manager of the Hoquiam, Wash., Washingtonian, died recently. He was formerly adver-tising manager of the Spokane, Wash., Spokesman Review and the Tacoma, Wash., Ledger.

San Franscico "Bulletin" Appoints W. M. Hines

The San Francisco Bulletin has appointed W. M. Hines general manager. He has been managing editor.

### Announcement

to the

# American Association of Advertising Agencies

So many agencies have called up and asked us whether we accepted contracts for advertising space in the Fifth Avenue coaches from and paid commission to recognized advertising agencies that I believe many others do not know that we do.

Our agency commission is 13%; the cash discount 3%. A full size card in as many colors as the advertiser desires (11 x 21 inches) in all coaches (400) for a month, costs \$800, in one-half of them \$400, in one-quarter of them \$200, on a six-months' or longer contract. Five-year contracts earn a discount.

Special positions cost from \$2.50 to \$10.00 per coach per month.

Each coach averages 10,511 passengers inside each month (5,250 upstairs) making the cost per thousand 20 cents to \$1.00 according to the position the advertisement occupies.

Complete checking lists showing the serial number of

each coach given each month if desired.

Cards in the coaches are bringing profitable results to our advertisers. You should know about coach advertising for your client's benefit. Send for a copy of the best collection of testimonials that exist about any advertising medium. We have one from practically every advertiser now in the coaches.

### JOHN H. LIVINGSTON, JR.

Advertising Space in the Fifth Avenue Coaches

(The ten-cent fare coaches in which no passengers are allowed to stand)

425 Fifth Avenue, N. Y.

Tel. Caledonia 0260

# Richmond, Va.

The Capital Of The Old South Welcomes Modes & Manners

(Starting August 1st)

The best homes of Aristocratic old Richmond and surrounding territory will become readers of Modes & Manners—the magazine which tells of what is smart, and where to get it.

### Select Your Trading Centers From This List

			★GUARANTEED MINIMUM
CITY			READERS SELECTED BY CIRCULATION
Boston	area		Jordon Marsh Company 50,000
Pittsburgh	44		Joseph Horne Co 29.762
St. Louis	**		Scruggs-Vandervoort-Barney 23,000
San Francisco			City of Paris Dry Goods Co 18,000
Los Angeles	66		Barker Bros
Omaha	44		Thompson, Belden & Co 6,000
Brooklyn	46		Frederick Loeser & Co 20,000
Houston	"		Foley Bros. Dry Goods Co 6,200
Peoria	**		P. A. Bergner Co 5,000
Evansville	**		Wm. E. French CoFurniture 10,000
			Luhring CoCompleted Homes
			S. G. Evans Dry Goods CoDry Goods
			Shop-NookApparel
			Charles F. Artes, IncJewelry
			Hammer's, IncMen's Clothing
Huntington	46		Anderson Newcomb Co 5,300
Richmond	44		Sydnor & Hundley, Inc 10,000
Richinona		•	Henry R. Haase, IncFurriers
			Meyer GreentreeMen's Clothing
			Dreyfus & CoDept. Store
			Chas. M. Stieff, IncMusical Instruments

\*The actual circulation will run from 10% to 20% over guaranteed minimums.

MODES & MANNERS is now in its third year, and its editorial policy of telling the best people "what to buy" has passed the theory stage and is a known definite force.

Some few advertisers are beginning to realize that Modes & Manners is a "different kind" of a magazine, requires "different copy," and they are making this slight additional effort, and are surprising themselves pleasantly with the results.

In each trading center covered, Modes & Manners has quality circulation in sufficient quantity to make a definite impression on that individual market.

Sur-

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# Buy Modes & Manners Circulation in Any or All Trading Centers

### Add Your Circulation and Here Is Your Rate

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30,000		66								0	4	M	2	15	1	41	48											325
35,000		46						20	P	1	e	oe	NAU C		,													350
40,000		44		4	6.4	er	1	41	ne	"		0-																375
50,000		44			Q(	of	-	8	0																			450
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200,000	66	* **					1																					1400

Half pages are half the amount. Quarters are one-fourth.

#### Full Page All Cities, \$1400

A high jump in circulation over the 200,000 mark is "in the books" for the August number. Meanwhile advertising is being accepted at rates based on 200,000 circulation.

#### Further Details On Request



Modes e3 Manners

222 East Superior Street Chicag

New York - Chicago - Paris

AMOS H. WEIGEL.
Business Manager

JOHN R. REILLY Advertising Manager JOSEPH C. QUIRK

Eastern Advertising Manager

## Allied Newspapers, Inc. Opens *Detroit* Office

ON May 1,1926, Allied Newspapers, Inc. opens an office at Detroit in the General Motors Building with Charles J. Feldmann as Detroit Manager.

### Allied Newspapers, Inc.

New York, Chicago, Detroit, Cleveland, San Francisco Los Angeles, Seattle

> National Advertising Representatives for The Scripps-Howard Newspapers

Cleveland (Ohio)PRES
Baltimere (Md.)POS
Pittsburgh (Pa.)PRES
San Francisco (Calif.)NEW
Washington (D. C.)NEW
Cincinnati (Ohio)POS
Indianapolis (ind.)TIME
Denver (Cele.) EXPRES
Tolede (Ohle)NEWS-BEI
Columbus (Ohio)CITIZES
Akren (Ohie)TIMES-PRES
Birmingham (Ala.)POST

Memphis (Tenn.)PRESS
Houston (Texas)PRESS
Youngstown (Ohio)TELEGRAM
Ft. Worth (Texas)PRESS
Okiahoma City (Okia.)NEWS
Evansville (Ind.)PRESS
Knexville (Tenn.)NEWS
El Pase (Texas)POST
San Diego (Calif.)SUN
Terre Haute (ind.)POST
Covington (Ky.) KENTUCKY POST
Albunuarque (N. Mex.)TRIBUNE

### Long versus Short Copy

Tell the Story, Give the Information Needed by the Reader Who Is to Be Interested, and the Matter of the Length of the Copy Will Take Care of Itself

#### By James Davis Woolf

Secretary, J. Walter Thompson Company

THE relative merits of long as against short copy is a question that is much debated among advertising men, advertisers, and others.

The exponents of the short copy theory insist that "people are too busy to wade through a lot of words." Sugar-coat the pill, they say, and administer it in very small

doses.

The truth is, as I see it, that neither shortness nor length, as such, is a copy virtue. The mere fact of brevity does not make an otherwise dull advertisement interesting; neither does the fact of length make an otherwise interesting advertisement dull.

Reader interest is almost wholly a matter of idea and not a matter

of number of words.

But this does not mean that because the idea is a good one it should necessarily be presented with brevity; it means rather that mountains of words cannot serve as effective substitutes for ideas.

This leads us to the question: If reader interest is a matter of idea, when does an idea have reader

interest?

This much can be put down as absolute: An idea is of greatest interest when it has a direct relation to one or more of the

reader's problems.

The advertiser of a hair restorer, for example, cannot hope to interest the man who possesses a full and luxuriant growth of hair. No matter how brilliant the presentation of the idea, no matter how short or how long the copy, there is inherent in the product no reader interest for the man who does not have a hair problem. In other words, unless the reader

is conscious of having a problem or a need that relates to the advertised product, or unless he can be awakened to a consciousness of that problem or need, neither the problem nor any idea about it can possibly have in it vital interest for him.

#### WHO READS ADVERTISING?

Who is the woman that reads advertisements of baby foods? She is the mother of babies and the special possessor of all the needs and problems that relate to the rearing of infants.

Who is the woman that reads the advertisements of beauty preparations? She is the woman that is afflicted with a sallow skin, or shiny nose, or freckles, or some other specific blemish or unsatis-

factory skin condition.

Who is the man that reads advertisements of adding machines? He is the man that is concerned with problems of accounting and bookkeeping and the possessor of all the special needs that go with this sort of work.

Who is the woman that reads food recipe advertisements? She is the housewife with cooking problems and the many needs that relate to her culinary job. She wants to know how to keep her family well fed and happy, how to serve attractive teas and luncheons when she entertains, etc.

The man who lives in a residence hotel and intends to continue to do so, will not read an advertisement of shingles or building brick. He has no needs and no problems on matters of home building; he is not in the market.

In the last analysis it all gets down to this: The advertisement can interest only that reader who is "in the market." Of course, it is true, as I have already indicated, that not all problems are realized

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ones, not all needs are consciously

felt by the reader.

In cases like this the advertisement sets out to sell the reader on his need, to persuade him that he has a problem for which the product offers a solution. Thus Postum sells the need of a coffee substitute by dramatizing the bad effects of coffee. Odorono sells the need of a deodorant by vividly portraying the unpleasantness of perspiration odor; Weed Chains sells the need of chains by picturing graphically the risk that is taken by the motorist who drives without them.

But even in these cases the principle still holds good. The advertisements, in selling the reader on an unrealized need, appeal to one or more of his realized needs or problems. Thus Postum appeals to the health need, Odorono to the desire of every woman to be dainty and appealing, and Weed Chains to every man's natural desire to be safe—the problem of self-preservation.

Now what is the relation of all of this to the question of long as

against short copy?

Just this. The effective advertisement is aimed at the person with needs. It is reasonably safe to assume that this person is desirous of finding an answer to the problem of these needs. If this is true, it is equally safe to assume he wants full information about that answer. If I am seriously contemplating purchasing a furnace to heat my home, I have a genuine need, and I seek in the advertisement detailed facts about my heating problem.

#### GIVE THE FULL FACTS

Here may be repeated what has already been briefly discussed in another chapter: Good advertising should be, first of all, information.

Copy should be long enough to convey to the reader adequate information concerning the advertised product. The assumption should be that the only reader worth writing to is the reader with a need, and that this reader wants the full facts.

Too much advertising is written

with the idea in mind that the reader must be coaxed—indeed, cajoled—into reading the advertisement. This takes us back to the theory of the short copy men who advise us to "sugar-coat the pill and administer it in very small doses."

I say, tell the story. Forget the reader whose needs, realized or unrealized, are so far removed from the advertised product that he must be intrigued with a pretty picture and an empty phrase or

two

Tell the story. Load the copy with information. Go after the readers who are in the market with a need to which your product is related. Give them the facts, answer their questions, tell them fully what your product is and what it will do for them.

At the present time a certain advertiser of a dessert is running a campaign of color pages in the national magazines that is built on the short copy theory. In fact, the advertisements contain practically no copy and consist of a picture that spreads over the whole

page.

These advertisements are absolutely devoid of information; they do not give the reader a single fact about the product.

The dessert is a simple one, and perhaps it might be argued that the advertiser has very little information to convey to the reader. Or possibly that the reader has no needs or problems of any consequence concerning desserts in general or this dessert in particular, and hence could not be induced to read more or less lengthy copy on this subject. I cannot agree with this view.

Of course, I am not recommending wordiness. Every word in copy should be made to count, and every word that does not add to the effectiveness of the presentation should be cut out. And I am not recommending that copy should be stuffed with information that the reader doesn't want.

When I say full information I mean wanted information. It would no doubt be possible to write several pages of text about chew-

86.2% of The Christian Science Monitor's United States circulation is in sections where 90.5% of the personal income taxes of the country are paid, where 81.3% of the incomes of \$5000 or more are filed, where 90.5% of the net income shown on returns is reported, and where per capita incomes and taxes are greatest.

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ing gum, but few indeed would be the persons who would read such a dissertation. Our needs with reference to chewing gum are simple, and hence our interest in the subject is slight; what little information we want on it can be put into a very few words. But the man who is losing his hair or taking on too much flesh; or the man who is in need of a new library rug or a bookcase; or the man who is worrying about next winter's coal bill-he has a need and a problem; he is in the market: and he wants information. Sometimes a strong emotional appeal may be needed to rouse him out of his lethargy and stir his latent interest; but that is no reason for giving him a meagre and inadequate selling story.

Whether his interest is alive or dormant, he cannot be sold unless the copy persuades him that the advertised product serves his need.

#### Michigan Peninsula to Advertise for Tourists

The Upper Peninsula Development Bureau, Marquette, Mich., will conduct a campaign in newspapers of cities in the Middle West to attract tourist travel to the peninsula during the com-ing season. Illustrated folders and road maps will also be distributed.

#### W. C. Martin with Brooklyn

Agency Walter C. Martin has joined the Bedwater C. Martin has joined the Bed-ford Advertising Agency, Brooklyn, N. Y. He formerly owned an interest in the Muscotah, Kans., Record and prior to that time had been with the Capper Publications.

#### F. G. Knapp Joins McAdam Service

Fred G. Knapp, recently with The Cramer-Krasselt Company, Milwaukee, has joined the McAdam Advertising Service, Wheeling, W. Va. At one time he was copy chief of McConnell & Fer-gusson, London, Ont.

#### Radio Account for Grant & Wadsworth

The advertising account of the Mayo-lian Radio Corporation, New York, manufacturer of radio apparatus and electrical instruments, has been placed with Grant & Wadsworth, Inc., New York advertising agency.

#### New Accounts for Richmond. Va., Agency

The Virginia-Carolina Rubber Com-nny, Richmond, Va., has appointed alph L. Dombrower, advertising pany, Richmond, Va., has appointed Ralph L. Dombrower, advertising agency of that city, to direct the adver-tising of Va-Car Tire Plasters and tire repair equipment. Farm papers and automobile accessory trade papers will be used. The Richmond Patent Build-ing Block Corporation, Richmond, has also placed its advertising account with this agency.

The Dombrower agency is directing an advertising campaign for the Rich-mond, Fredericksburg & Potomac Railway on the new train service between Richmond and New York. Newspapers and direct mail are being used in this campaign.

#### M. J. Adler with James H. Rothschild

Milton J. Adler, formerly with the New York Merchandise Company, has joined the staff of James H. Rothschild, of that city, in a contact capacity.

Mr. Rothschild, as previously reported, has become associated with the copy staff of the United Advertising Agency. He continues to conduct his own free lance advertising business at New York and will be associated with the United agency in an advisory capacity only. pacity only.

#### Gorham Manufacturing Reports Increased Profits

The Gorham Manufacturing Company, Providence, R. I., Gorham silverware, reports net profits, after charges, of \$591,202 for the year ended January 31, 1926. In the previous year \$325,-901 was reported.

#### Golf Accessory Account with Erwin, Wasey & Company

The Nieblo Manufacturing Company, Inc., New York, Reddy Tees for solf use, has appointed the New York office of Erwin, Wasey & Company, advertising agency, to direct its advertising. Newspapers and magazines will be used.

#### J. D. Scott Joins Guy S. Osborn, Inc.

J. D. Scott has joined the staff of Guy S. Osborn, Inc., publishers' repre-sentative, Chicago. He was formerly with the Flint, Mich., Journal and System, Chicago.

#### C. A. Bates Joins Al Fresco Advertising Company

C. A. Bates has joined the sales staff of the Al Fresco Advertising Company, St. Louis, outdoor advertising. He was recently with the Universal Sign Com-pany, of that city.

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Announcement

# THE BUTTERICK COMPANY

announces the election of

### Joseph A. Moore

as Chairman of the Board of Directors

and

### S. R. LATSHAW

as President of the Corporation



THE BUTTERICK COMPANY
Butterick Building
New York

April 21, 1926

### The Rock Island Railroad Enjoys



① Mr. and Mrs. Young, who are typical of 550,000 frequent and ardent moving picture enthusiasts—



2 —glimpse on the screen scenes that transport them in fancy to fascinating far-off places.



The pages of Photoplay, read in the home, give rebirth to the yearnings first felt in the theatre.



Rock Island advertising in Photoplay brings vague wishes to definite intentions.



(5) And one day Mrs. Young passes the ticket office where she gets the literature that results in—



6 -the happiest of endings -for her and the railroad-the trip.

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These Advantages Through Photoplay

Moving Pictures

Do Move

They move moving picture audiences to new longings.

Day by day, week by week, moving picture enthusiasts catch from the screen new ideas that mould their lives; of how to dress and to decorate their homes; of new motor cars; of new places to visit—in motor cars, or by rail or steamship.

The Rock Island Railroad finds in the Photoplay audience (outstandingly the moving picture enthusiasts) 550,000 people especially stirred with the impulse to see new scenes.

They regard it, of course, as wholly logical to focus these desires to visit new places upon those beautiful parts of the United States served by their road.

Your advertising in Photoplay may also enjoy a succession of powerful sales-making influences which may be capitalized to your very great advantage, too.

May we show you how?

PHOTOPLAY

### **PHOTOPLAY**

Predominant with the 18 to 30 Age Group JAMES R. QUIRK, Publisher

C. W. FULLER, Advertising Manager

221 West 57th St. New York

750 N. Michigan Ave. Chicago

NO VORUNDE CENTRAL ENGINEERS AND PROPERTY OF THE PROPERTY AND ADDRESS OF THE PROPERTY OF THE P

127 Federal St. Boston



# Charles Daniel Frey Advertising

INCORPORATED

30 North Michigan Avenue Chicago, Illinois

CLIENTS

Crane Co.
The Simmons Company
The Chicago Tribune
S. Karpen & Bros.
The Atlas Portland Cement Company
United States Radiator Corporation

MAGAZINE
NEWSPAPER
OUTDOOR
DIRECT MAIL

### How "America Has Hit Upon the Secret of Prosperity"

Two British Engineers Report to Their Employers on Their Discovery of Basic Principles Here

#### By H. T. Newry

INCREASE of profits by reduction of prices with consequent increase in sales volume; free use of time and trouble-saving devices; rapidity of turnover; encouragement of high wages; attention to welfare of employees; exchange of ideas between competing firms; promotions by merit; attention to research and experimental work; elimination of waste.

These are the nine points emphasized in a report recently made to an association of British manufacturers by two British engineers, after an investigation into "the secret of American prosperity," during which they studied seventeen large American industrial plants, visited banks and technical institutes, and sought information from a number of business leaders.

This report, in its main features, is worth the attention of PRINTERS' INK readers, not merely because of the praise accorded to American management, but because of the respect paid to certain principles which by now are taken for granted in the conduct of large American enterprises. For some of these things we have been praised before; but other points made will cause some surprise.

For example, take the citation about the free exchange of ideas between competing firms. This has been going on so long among us that it has become an established custom, and yet it is still a source of wonder to foreign business men.

They can understand how useful it might be for business houses which handle unrelated lines to exchange information, but they do not yet accept the American plan of competitors thus assisting each other. To the British and Continental mind the airing of "inside"

information amounts to something like disloyalty, if not indecency. The American idea is that there are few business secrets which cannot ultimately be discovered; that an idea good for one business is apt to be good for business as a whole; and that it is not good sportsmanship or good business to try to hog everything in sight, when good sense requires that something should be left for "the other fellow."

#### NO SATURATION EVIDENT

It is illuminating to read that these British engineers found little sign of the "saturation" against which we have sometimes been warned. The section of the report dealing with this says:

"The anticipation of saturation in America's home consumption is rather apt to be over-stressed. There are certain commodities that now enjoy a large sale among the richer classes but which will be produced in larger quantities when they are made available to the lower classes by a reduction in This point should be remembered when considering the development of our home market. The Ford Motor Company now produces 2,000,000 motor cars per annum, and in spite of this we found the company has much to do to cope with the demand in the United States alone. We discussed this situation with two prominent Ford dealers from St. Louis, who said, quite definitely, that the potential market for Ford cars among the farming population of the Middle West was only scratched, their own sales amounting to but 10,000 cars a year.

The report of the British engineers lays particular emphasis on the widespread distribution of purchasing power through the payment of wages in accordance with productivity. It says:

"It is accepted in America that the higher the wages labor is able to earn, the better it is for the community as a whole, since it enables the workingman to raise his standard of living. Better wages enable him to obtain a few of the comforts of life, and these stimulate his desire for more comforts, and even luxuries. The logical outcome of this state of things is that he is incited to greater effort in his productive capacity.

"Any rise in the standard of living provides a country with an increased home market, the importance of which should not be under-estimated. Primarily the wealth of a country depends upon the productivity per capita of its population. Therefore the adoption of any means tending to increase the productivity per capita will, ipso facto, increase the na-

tional wealth."

The report points out that it is a mistaken idea to attribute the prosperity of America to the wealth of her natural resources, her considerable home market, and the influx of gold. It is due to the productivity of the country induced by high wages and the constant effort to improve plant facilities, according to the findings of the British engineers.

report goes on: "It therefore becomes important to keep in close touch with inventions and improvements in machinery and after satisfactory trials to adopt the improvements with the least delay. Since this is such an important factor with American manufacturers, appears to European industrialists to be ruthless and wholesale scrapping of plant is nothing more than a normal rate of progress. Depreciation charges therefore figure largely in the accounts of an American manufacturing business."

The case is cited of the Allied Chemical and Dye Corporation, which for the year 1924 charged off \$81,400,000 to depreciation, The report obsolescence, etc.

states:

"It was mentioned to us by the president of this corporation that it was often found to be more advantageous when scrapping plants to abandon the buildings and machinery rather than to incur the expense of dismantling."

The idea is held in some European quarters that the constant improvement of machinery America results in the "speeding up" of workmen to the exhaustion point. The ridea. It says: The report opposes this

"We may mention that all the workmen we observed during our tour appeared to be happy and contented, and were not by any means rushed in their work.

The visiting engineers state that the absence of any limit put on average weekly earnings encourages the workmen to "use their ability in the direction of devising more efficient shop methods and eliminating waste.'

The report concludes with some observations on the failure of American manufacturers to concentrate attention on foreign markets which contain several novel

points:

"We are convinced that the attention of American manufacturers will, for many years to come, be centred on their home markets, during which time it will not be necessary for them to make serious attempts to develop foreign markets. On the other hand, we cannot too strongly emphasize the fact that the general costs of production in the United States are slowly but surely on the downward grade. Unless other nations can equal their price and quality, the time is not far distant when foreign purchasers will find it advantageous to establish their own purchasing agencies in America itself. From the American manufacturer's point of view his products will more and more tend to sell themselves abroad on account of quality and price, rendering it unnecessary for him to find his own foreign markets. This procedure has, of course, taken place in Great Britain in the past. The coal of South Wales, for instance, owing to its good quality

## Combination Rates

### A Study in Economy



In all advertising procedure there is no sounder economy than the combina-

tion newspaper rate.

For one publishing plant to issue two papers, one morning and one evening, is salient economy. To double up some of the advertising in the two papers is another application of the same economic idea.

The advertiser can and should be allowed to bene-

fit by the saving.

There are two kinds of newspaper combinations, the difference being in the handling of circulation.

The first kind is two papers sold to the reading public together, either upon a both-or-neither basis or at a special combination subscription price.

The other kind is two papers sold to readers entirely independently of each

other.

In the first case the percentage of duplication is necessarily very high.

In the second, the duplication is generally small, since the idea of "sane-

ness," whether justified or not, keeps many people from subscribing to two papers from the same publisher.

The combination of The Dallas Morning News and The Dallas Journal is of the second kind. There is no combination subscription price for these papers.

In fact, the selling and circulation of The News and The Journal are handled by entirely separate organi-

zations.

Wholly aside from the high quality of these papers, their superior value to advertisers is apparent, for the News-Journal combination offers maximum coverage of Dallas (city, suburban and with minimum country) duplication. In Dallas there are more copies of these papers read every day than there are homes.

The News-Journal combination rate represents the best advertising "buy" in Dallas field-Texas' the most interesting market

### The **Dallas** Morning News THE DALLAS JOURNAL

An Optional Combination

and price, has attracted foreign purchasing agents who established themselves in Cardiff. This then is the danger of which British manufacturers must take notice.

"To sum up, therefore, the lack of foreign selling experience on the part of American manufacturers, which has been responsible for belittling their competitive capacity in foreign markets in the eves of British manufacturers, is entirely outweighed by their unquestioned ability to produce at low cost, and so will certainly not prevent the purchase of their goods abroad."

This section of the British engineers' report will undoubtedly give food for thought to those American manufacturers who have worried about the difficulty of establishing an export business. It may be, as the British engineers believe, that the difficulty will be obviated by the raising of quality and the lowering of price to such an extent that foreign buyers will seek us instead of our seeking them. In that case, America will find itself more in the position of France, which manages to do a vast export business without establishing many agencies or salesmen abroad, and less in the position of England and Germany, which find it necessary to send selling representatives all over the world. Such a solution would put American business in a commanding position and go far to assure the continuance of the prosperity to which the country has in recent years attained.

Though the report does not do so, it seems fair to attribute many of the advantages which American industry now enjoys to the in-

fluence of advertising.

It is an accepted belief America that advertising brings about high sales volume with a consequent reduction in cost per unit to the consumer, that advertising induces rapidity of turnover and thus leads to increase of profits, that exchange of ideas should be free between all branches of business for the good of all, and that advertising stimulates and fertilizes the whole matter of production and management.

#### Coal Company Advertises Use of Students as Salesmen

of Students as Salesmen
Students from the University of
Washington, Seattle, Wash., were recently employed as salesmen by the
Pacific Coast Coal Company of that
city. Full-page newspaper advertising
introduced the idea to the public. One
advertisement featured the figure of
a college football star, dressed in the
regulation clothes for that game, with
an order book and pencil in his hands.
The advertising informed the readers
of the plan which was described as follows:

lows: "In co-operation with the student body of the University of Washington, the sales department of the Pacific Coast Coal Company has arranged an opportunity for eighty students to earn opportunity for eighty students to earn part of their university expenses by calling on every Seattle household within the next month. The coal company is compensating the students for their efforts. Customers are not in-

curring any extra cost by co-operating with the student salesmen."

Before the students started selling they were given a short course in coal salesmanship and a trip through the

salesmansing and a trip through the company's mines.

Wylie Hemphill, sales manager of the Pacific Coal Company, reports that the plan worked out very favorably. The students met with a willing reception and the sales made by them greatly exceeded the expectations of the company's officials.

#### Universal Portland Cement Advances B. S. Smith

Blaine S. Smith, general sales man-ager of the Universal Portland Cement ager of the Universal Portland Cement Company, Chicago, has, in addition, been elected vice-president. He started as a salesman with the Universal company in 1908 and was advanced through various positions to that of general sales manager in 1915.

#### S. T. Farquhar with Harlan Agency

Samuel T. Farquhar has joined the M. E. Harlan Advertising Agency, San Francisco, as manager in charge of pro-duction and space buying. He formerly had an agency of his own at San Fran-

Thousand Islands Account for M. P. Gould Agency

The Thousand Island Guests Asso-ciation, Watertown, N. Y., has placed its advertising account with the M. P. Gould Company, New York advertising agency.

Dictaphone Sales Gain

The sales of the Dictaphone Cor-poration, New York, have increased 32 per cent in the first quarter of this year over the corresponding period last year.

# ALL THESE READERS HAVE | PURCHASING POWER |

AFTER all, net circulation, is really the gross paid circulation you buy minus the waste. Usually the factor determining the waste is buying power.

It would be almost impossible to figure even the smallest percentage of waste circulation on The Financial World. It is all high buying power circulation.

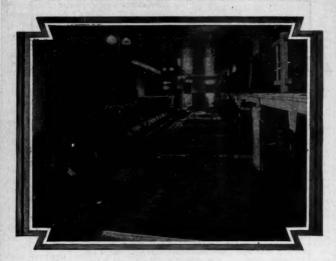
Its readers all have money, or they would not be reading such a publication. They have money for personal investment, that is why they read The Financial World. They have money to spend for pleasure, for automobiles, golf clubs, etc., and they are in a position to influence purchases and expenditures for their business.

For further information address

## FINANCIAL WORLD

America's Investment Weekly
53 PARK PLACE, NEW YORK CITY
Established 1902 Member A. B. C.

"A Complete Investment Service for Ten Dollars"



## If You Wish to Sell More Floorcoverings

A RECENT countrywide investigation covering furniture and homefurnishings stores, showed that 97 percent of them sold floorcoverings. 70 percent of these stores were found to have special floorcoverings departments. They carried stocks of various sizes, the largest percentage of them (39.3) running from \$10,000 to \$25,000.

Another investigation covering an entirely different group of furniture stores proved the results of the first survey when it showed that 88.2 percent of these retailers sold carpets, 94.1 linoleums and 99 percent rugs.

For more than 25 years The National Magazine of the Furniture Trade

The increasing importance of the furniture and homefurnishings establishment as an outlet for floorcoverings' manufacturers is further indicated by the demands of these dealers for newspaper illustrations featuring floorcoverings, particularly rugs

In addition to others, we publish the FURNITURE RECORD ADVERTISING SERVICE, a high grade newspaper mat service used by leading stores in the field. At least two pages each month must be devoted to floorcoverings in order to supply users with the amount of material they request.

FURNITURE RECORD makes it possible for advertisers to tie up closely with editorial material by running a special floorcoverings and drapery section in each month's issue. If you are not already familiar with this section we will send you a recent copy of the magazine containing it if you would like to have one.

We also have additional information regarding the demand for and sale of floorcoverings available to advertisers and agencies who are interested in selling additional production during 1926. You have but to request it.

### **FURNITURE RECORD**

A Magazine of Better Merchandising for Home Jurnishing Merchants GRAND RAPIDS, MICHIGAN

A. B. C.-Periodical Publishing Company, Publishers-A. B. P.

For more than 25 years The National Magazine of the Furniture Trade

# 70% RENEWALS

SEVENTY percent of the annual subscribers to FORUM in 1925 renewed their subscriptions, a remarkable tribute to the editorial content of the magazine.

Advertisers are obviously assured of exceptional reader interest.

Circulation over 60,000 net paid and rapidly growing.

"Buy on a Rising Market"

Member Audit Bureau of Circulations

## FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

### Putting the Newspaper Layout House in Order

More Important Than Art Technique or Novelty of Idea, Is the Pleasing Apportionment of the Space and Its Units

#### By W. Livingston Larned

HE eye responds readily to orderliness.

When an advertisement has its layout house in order it can be reasonably certain of visual appeal. It is remarked of the very beauti-

ful Gardens of Versailles that there is a fascination to every

vista, understood, not by a few artistic persons, but by every visitor

Stand where you will, in the gardens, and the prospect pleases. There is a sensation of restfulness. Unconscious of the psychological reason for this, you admit that the eye is soothed charmed and set at ease. In other gardens, apparently more luxuriant in shrubs and flowers, and with experts scrambling over one another in zealous desire to keep every detail immaculate, there is something missing. Neglected Versailles, an immense green "layout" of historic trees, straggling weatherflowers,

stained statuary, and roads and paths, holds to the end that magic power to charm the

Why is this? A famous architect says the secret is quite simple: This garden was designed with an uncanny knowledge of "balance." Its every perspective is mathematically correct. That is why, regardless of where you stand, the view is orderly, tidy, compact, altogether satisfying.

There are no obtrusive elements. No one thing seems to stand out over the others. Perspectives flow

with liquid ease into purple distances. Stand in the centre of any grand boulevard, and look down its regal trail of sunlight. For every tall and stately tree to the left, there will be one to match it, directly opposite. If a curved side path leads out into the forest, it



THIS WELL-BALANCED LAYOUT KEEPS THE READERS' EYES FROM WANDERING

has a duplicate. Even small flower beds are in amazing replica. Balance is everywhere evident, reduced, it would seem, to matters of inches and fractions of inches.

It is the lack of balance, undoubtedly, that disturbs even the unschooled eye. Nature, left to her own devices, practically al-ways delights vision and obtrudes no distracting elements. Frag-ments of detail fall into unaffectedly perfect composition. Man is not always so successful. These laws of balance, of ar-

rangement, of the correct weights of the component elements in an advertisement, are needed in newspaper campaigns. It is quite impossible to dominate on a conglomerate newspaper page if certain well-known laws are not kept rigidly in mind. Real science enters into the designing of a newspaper campaign.

The best proof that this is true rests in the power which balanced layouts possess; the power to concentrate vision and resolutely to beat down all surrounding manual properties.

terial.

There are advertisements of this character that blaze forth their superior strength with quiet assurance. They are the first things you see and the last. There is never the slightest question as to their mastery of the complicated situation. They refute, with finality, the assertion that it is practically impossible for the user of small space to make his presence felt on a newspaper page.

Take any average newspaper page and study it carefully, as regards the component elements of each advertising display, and you are very apt to find confusion. Make-ups are untidy. There are too many "spots"; too little regard for the true value of white space. A three-column advertisement is likely to have one large picture and several smaller ones. There will be a headline, a subhead, heavy type interpolations, and blocks of text, apparently without end

Place in the midst of this conglomerate patch-work, a simple, perfectly-balanced composition, and the effect on the eye is instantaneous and surprising. Its very simplicity, for one thing, is

strongly in its favor.

A newspaper campaign for Chesterfield cigarettes illustrates the value of the balanced layout. The space used is not large, as measured by the modern standards, but regardless of far more massive displays on the page, these neatly dignified arrangements manage to be of first importance.

Very largely, their border effects are made up of straight lines.

sometimes wide, sometimes narrow; typography is "lined up," in mass formation with no interruptions, no cluttering sub-heads. The white margins are clean-cut, words are broken in such a manner that there is no raggedness of contour; and the one illustration is equally compact. The space it occupies seems made for it. Neither borders nor type hampers the artist's share in the proceeding.

Absolute conformity to geometrical shapes influences the



AN ADVERTISEMENT THAT FITS ITS SPACE PERFECTLY

newspaper display favorably when placed in contrast with the endless confusion of contours, curves, angles, and spotty diffusion of type and pictures, on every side.

It is impossible to crowd too much into a balanced composition because the moment this is attempted, it ceases to have balance at all, and becomes one of the many conventional layouts.

In the Chesterfield series, which can be accepted as characteristic of the school, it is at once apparent that the advertiser has put his material through a severe and exacting process of elimination. There is not one ounce of superfluous weight. One simple border.



# Hello-Here's the Sign!

THE American Telephone and Telegraph Company is one of the country's largest users of enamel signs.

Long, hard wear—great readability—great visibility—these were the qualities sought in every A. T. & T. sign. These were the qualities found in Dura-Sheen Porcelain Enamel Signs. A. T. & T. Signs are DuraSheen Signs!

Unlike ordinary signs, DuraSheen Signs are made of highest grade porcelain, fused into heavy sheet steel at 1800°—they are permanent! DuraSheen Signs never rust, warp, nor peel. They withstand the wear and tear of rain, snow, sun, dust, heat and cold. Always bright and cheerful, with colors never dimmed, they daily build sales and good will for your product.

## The BALTIMORE ENAMEL & NOVELTY COMPANY

MT. WINANS BALTIMORE, MD. 200 FIFTH AVENUE NEW YORK, N. Y.

#### Important!

All advertising space is valuable. None is more valuable than the space your signs occupy on your dealers' premises. None is harder to obtain. None so near the point of sale! It pays to supply dealers with the best signs the market affords -the best in wear and tear, in readability, visibility, and attractiveness -in other words. with DuraSheen Life Time Porcelain Enamel Signs.



Dura Sheen Lifetime Signs not of the ornate variety, one illustration, held to quite definite size, a single block of large, readable text, a reproduction of the product and the most liberal provision for white space, distributed mathematical exactness and balance-these are the component parts of the advertisement.

In laying out such compositions, it is necessary to have a shrewd eye to marginal values, size and strength of type, and the relative proportion of picture to the other There must be a finality of line expressed everywhere; the cut must be exactly in the centre of the white space; the text exactly balanced beneath. The areas of white must be exactly the same on the one side and the other. There are no accidental effects. Every last detail is ruled out with meticulous care. The slightest intrusion of added elements of picture or drawn lettering would destroy this illusion of perfect, harmonious balance.

Balance, in composition, is that which does not tax vision, and refrains from making the eye dance to from one point another. Balance means equal and pleasing apportionments of the essentials of

an advertising display.

#### G. W. Sutton, Jr., Joins Alfred Wallerstein Agency

George W. Sutton, Jr., has joined the staff of Alfred Wallerstein, Inc., New York advertising aegncy, as an account executive. He was formerly editor of Motor Life, Chicago, and the New York Motorist and associate editor of Motor Boat, New York.

#### Willys-Overland Appoints R. P. Aull

Robert P. Aull has been appointed sales executive in charge of sales analysis of Willys-Overland, Inc., Toledo, Ohio. He had been with Dodge Brothers, Inc., for more than five years, recently as assistant to the vice-president in charge of sales.

#### T. F. Mulhern with New York "Telegram"

T. F. Mulhern has joined the New York Telegram as classified advertis-ing manager. He has been with the Brooklyn Daily Eagle for the last seventeen years, more recently as man-ager of the classified department.

Publishers Pay Tribute to Frank A. Munsey

A resolution expressing regret for the loss from its membership of the late Frank A. Munsey, publisher of the New York Sun and the New York Telegram, was adopted at the annual convention last week, of the American Newspaper Publishers Association. The high regard in which he was held, both for his personal qualities and his achievements in publishing, was recorded in the resolution, which reads as follows:

"The American Newspaper Publishers' Association records its profound regret in the loss of Frank A. Munsey, for many years a member of this association, and a publisher of long experience and wide influence.

"This association remembers with pride the qualities of courage, re-sourcefulness and ambition which Mr. Munsey displayed in rising to his great success, from humble beginnings and through difficulties which would have halted one of less determined character.
Mr. Munsey was a man of noble integrity, scrupulous in observing every obligation. As a journalist, he was vigorous in his assertion of the invigorous in his assertion of the in-dependence of the press, and in leading in the discussion of public questions. He was a firm believer in the co-opera-tion and association among publishers, and was a valued member and friend of this organization. This minute, therefore, is spread upon the records of this meeting of the American Newspaper Publishers' Association."

#### D. H. Smith Heads Northwest Circulation Managers

David H. Smith of the Portland Oregon Journal, was elected president of the Pacific Northwest Circulation Managers' Association at its annual convention which was held at Longview,

Wash., recently. Wash., recently.
Other officers elected were: Frank F.
Henderson, Vancouver Daily Province,
vice-president; E. P. Hopwood, Portland Oregonium, secretary-treasurer,
and W. D. Lines, Tacoma News
Tribune, and Murray Clark, Yakima
Republican and Herald, directors.
Tacoma, Wash., was selected for next
vears' meeting.

years' meeting.

#### To Start Advertising Service at Chicago

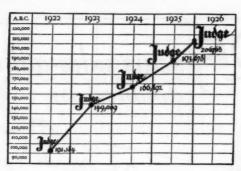
An advertising service will be started at Ch'cago, on May 1, by W. L. Ballou, who has been advertising manager of the O'Gara Coal Company, Chicago, for the last four years.

#### C. C. Blodgett Dead

C. C. Blodgett, secretary of the Laundry Age Publishing Company, New York, for the last five years, died at New York on April 24, at the age of sixty-six. He was formerly a publishers' representative.

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Growing quality circulation is the best buy in advertising

### These advertisers have contracted for Judge's

Henry Maillard, Inc. American Tel. & Tel. Mennen Company B. V. D. Company Liggett & Myers American Bond & Mortgage Freed-Eisemann Radio American Chicle Forhan Company Reiss-Premier Pipe **Douglas Shoe Company** United Hotels Company Resinol Chemical Company Gen. Tire and Rubber Co. **Durham Duplex Razor** Adair Realty Old Town Canoe R. J. Reynolds Tobacco Clark's Tours

Daniel Hays Glove Fisk Tire Company Santa Fe Railway First National Pictures **Dunhill Cigarettes** Ansco Cameras P. F. Collier Mollé Shaving Cream Freshman Radio Sears Roebuck Allerton Houses American Tobacco Co. Barbasol Tycos Thermometers Coty, Inc. Bristol-Myers **Boston Garters** Kelly-Springfield Medalist Cigars

## Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago



FRANK PRESBREY CO 247 Park Avenue 1910

"During this two year period our advertising has been conducted on a more efficient plane than at any time in the history of the corporation"

So says the Weston Electrical Instrument Corporation, client of Frank Presbrey Company for the past two and a quarter years.

During this time the gain in sales was about twice the gain of the quarter century preceding.

If you are as interested as Weston—and Presbrey—in building up the sales curve we could spend a mutually profitable half hour getting acquainted. Ashland 8400.

ADVERTISII
New York City

# OMFORT Magazine

### Announces

### NEW CLOSING DATE

The twenty-eighth of the second month preceding the date of issue will be the new closing date for Comfort. This change becomes effective with the July number, forms for which will close May 28th.



THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES

AUGUSTA, MAINE

NEW YORK · 250 Park Ave · CHICAGO · 1635 Marquette Bldg.

# What Stabilization Has Done for Walworth

And Some Sales Policies That Have Helped Achieve These Decidedly Worth-While Results

#### By Joseph H. Barber

Staff Assistant to the President, Walworth Company

(ED. Note: In a recent talk before the American Management Association, Mr. Barber emphasized the need for stabilization in business. He divided his address into a number of sections and we are printing below two of these sections. In one, Mr. Barber describes some Walworth sales policies that stabilize and in the other, he reveals how these stabilizing sales policies have benefited all departments of the business and have increased the net profit of the business as a whole.]

THE first policy to be classified under the heading, "Sales policies that stabilize" may be given expression by the phrase:

Get Close to Customer:

In our case this policy finds expression in a close alliance with the trade through the jobbers who are willing to specialize in Walworth valves and fittings. Though they are not exclusive agents, at the same time we expect them to continue and develop in their particular territory a fair proportion of Walworth sales. Consequently, we have developed a policy of establishing Walworth-owned branches only in those concentrated areas where we cannot induce an independent jobber or jobbers to assure us a reasonable distribution of our product.

In adopting the policy of getting closer to the consumer we thereby assure a gain toward stabilization from the consumer's steadier annual demand. In one sense, the advantage apparently gained really represents simply a shift in the type of fluctuations, namely, from drastic cycle fluctuations to drastic seasonal fluctuations. Nevertheless, since under this policy we are partially manufacturers and partially distributors, we find that the varying fluctuations as between the works and the branches tend to be offsetting. And, since we are

increasingly subject to seasonal variations rather than cyclical fluctuations, we do secure the very definite advantage gained by a more frequent opportunity to correct our statistical position. In other words, we may check up our developing program fairly accurately once a year now instead of awaiting that depression period of the business cycle when one suddenly wakes up with a headache.

Price Stabilization:

By way of illustrating the significance of our policy looking toward price stabilization, I shall cite some facts pertaining to our so-called nipples product group. All the several items of products within this nipple group are thoroughly standardized and are so recorded in our catalogue. If a merchant jobber is keen enough to lay in a large supply of this item, purchasing them at a time when the market is at its lowest point of price depression, he may find accruing to him during the subsequent price rise a considerable margin of profit. Hence, the nipple market has always been a very unsteady one. Yet, by a continuous policy looking toward stabilization of nipple prices we have found that it is possible to do much toward reducing the concentration and then the dearth of nipple ordering. And, as a result of the more even rate of ordering, there is now but a negligible tendency toward speculative price increases.

In the 1919-1922 nipple buying movement 75 per cent, or a full three-quarters of all the orders of the 1919-1922 four-year buying movement, were concentrated within one-third of the full number of months. In the buying movement beginning early in 1923, when we applied price stabilization as

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a beneficial device, but 60 per cent of all the orders of the period were placed in one-third of the time. Thus, 1923 concentration of ordering at the ordering peak was still twice normal though considerably moderated in comparison with earlier experience. Our jobbers are now acquainted with the probability that nipple prices will remain stable. The buying movement beginning early in 1925 concentrated in one-third of the time only 40 per cent of the orders placed during the complete buying move-Further, it may be said that such fluctuations as there have been recently were not caused by our price variations but by fear on the part of our jobbers that we might raise prices-because the prices of our raw material and other cost elements were rising.

Tangible House-Organ Jobber Helps:

We have a policy of aiding our jobbers through the medium of our house organ, "The Walworth Log," by releasing for their use valuable information to help them in meeting the many economic problems that affect their profit. These jobber helps might be classed as tangible and intangible. A tangible help would be some specific suggestion or information whereby a jobber could attempt to reorganize his warehousing, marketing and general administrative methods.

We have adopted the heretofore untried policy of placing in our jobber's hands, always currently posted up to date, a reliable index of business conditions throughout the United States in the industry in which the jobber finds his life interest. When a rush of ordering is being experienced, and when everyone is heralding a boom of business, from a narrow viewpoint it would seem an illogical policy to reveal to a jobber any indication that the current business trend is downward and that it would be to his personal interests to restrict his ordering upon us.

But our experience has shown that when a jobber becomes afraid of price increases, he places forward orders in unnecessarily large quantities. His fear stimulates hasty judgments. He prepares an extended detailed list of item requirements that cannot be given mature thought as to good balance representing a well assorted stock. He not only orders in excessive quantities but he is also driven to order his excessive stock in poor assortment. If the consumer demand upon him does increase, still he cannot immediately liquidate his excessive stock because of this poor assortment.

Consequently, even though financial entanglements do not result, he has limited his cash position as a ready purchaser for even necessary stock replenishments. The more nearly our jobbers are induced to approach a stable continuous replenishment of stocks according to the actual assortment of goods distributed out of their stocks, the more nearly shall we, as manufacturers, be in a position to perfect stabilization in our business.

Now let me tabulate the effect that some of these stabilizing policies have had upon the business.

#### Budget Sales Estimates:

We claimed that the practice of deliberate consideration of probable sales conditions for a whole year hence could hardly fail to have a definite stabilizing influence upon the whole procedure of that business.' This, of course, would be unquestioned if there could be any assurance that such forward estimating could really forecast approximately the actual conditions that are to be.

To suggest the hazard of such estimating I may suggest that our 1922 total sales had been 42 per cent greater than 1921 sales and that 1923 sales had increased 37 per cent over the 1922 sales. In the face of such history, the estimate for 1924 suggested a decrease of 131/2 per cent under the 1923 level. Such a forward anticipation would indicate a necessity for immediate caution applicable throughout all departments of the business. Such a policy of caution was adopted and events proved it justifiable as an effort toward stabilization of the business, because the actual sales finally reported were a

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A Moser & Cotins Client

Because we have every facility for serving clients in the realm of marketing and distribution, the advertising produced by this organization is more effective than skill in copy writing alone could make it.

### MOSER & COTINS

Sales and Advertising

MOSER & COTINS BLDG. 10 Hopper St., Utica, N. Y.

MEMBER: Andit Bureau Circulations



MEMBER: American Association of Advertising





full 10½ per cent less than the 1923 sales.

Similarly, in estimating 1925 sales with the historical record of 1924 decline behind us, we contemplated an increase of 8 per cent in volume accompanied probably by an 8 per cent increase in prices. Within one-half of one per cent, we attained the 8 per cent increase in volume, but, as history now shows, the increasing volumes in 1925 were not accompanied by increasing price levels. Yet, since business depends upon maintained profit margins, failure to gain price increases was not of itself significant, for profit margins can be best maintained under stable price conditions. The budget's price conditions. The budget's most important contribution toward stabilizing the business will always relate to quantity volumes, rates of production, continuity of employment, etc.

Stabilizing Warehouse Inventory Policies:

The process of budgeting warehouse inventories of itself tends to stabilize the business through control of those inventories. Close to the customer, where the effectiveness of all merchandising policies is tested, there must be ample inventories in advance of the seasonal demands which swing through wide areas of variation. Consequently, warehouse or branch inventories must be expected to increase to a considerable extent in advance of sharply rising seasonal Yet, just as certainly must those inventories be decreased with the passing of that seasonal peak of demand and in advance of the close of the financial year.

In July of 1923, the liquidation requirement set for the total of all branches called for a 40 per cent decrease in total inventory down to a total inventory of \$940,000. Actually, the branches accomplished liquidation down to \$950,000. In 1925, the task represented but an 18 per cent liquidation. At the end-of-the-year check-up, recently, we found that the total inventory was 3 per cent under the mark set.

While this is an illustration of the effectiveness of budgeting, the purpose of the illustration here is to indicate that budgeting tempers the expansion of branch inventories. Three years ago the task represented a 40 per cent liquidation. Two years ago it represented a 28 per cent liquidation. Last year, by tempering seasonal enthusiasm and by carefully designating assortments when increasing stocks during the spring, the branch managers found that their subsequent fall liquidation task was less irksome and more easily accomplished.

Revamping Production Schedules Toward Stabilization:

The manufacturer, being relatively remote from the consumer, must expect to be affected relatively less by frequent seasonal variations and relatively more by drastic cycle variations. Still, there are some seasonal factors in any manufacturing business and if knowledge of these factors is capitalized in the process of policymaking, they may be caused to contribute definitely toward stabilization as will be suggested.

For instance, we found that at our Kewanee Works, in the winter months, the number of pounds produced per man per month rose to a level fully 20 per cent better than during the summer months. At our Boston Works, we found that the number of applicants from whom we might select our labor organization fell 50 per cent under the average during the summer months, whereas, during the fall and winter months, there was a greatly improved opportunity to select desirable personnel because then there usually appeared from two to three times as many applias during the summer months. Moreover, so far as there was any seasonal benefit to be counted upon in the order demand upon the works, the seasonal peak occurred in early winter.

As a natural consequence of these and other facts, we definitely revamped our production policy.

Consequent Stabilization of Employment:

In 1919 and 1920, without budgeting, it was necessary to increase

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Announcing\_

Removal of Offices

Offices of Olson & Enzinger, Inc., are now located on the eighth floor of the new Century Building • • 208 Third Street, Milwaukee.

OLSON and ENZINGER inc.

Advertising

MILWAUKEE



# Does It Matter to You Who Buys Your Product?

AND further, does it matter to you who buys it first?
Certainly, you say. Every merchant, every manufacturer, every salesman exerts surplus effort to reach as early as possible what he calls the best people.

But who are these "best people"?

On that point there is much loose thinking.

Are the "best people" the aristocrats, the oldest inhabitants, the thoroughbreds?

Are they the wealthiest, those who drive the finest cars

and spend the most money?

Are they the fashionable, those who wear the smartest clothes and attract the most attention?

Are they the intellectuals, those who most cherish culture and the refinements?

Any one of these distinct elements might be, from your private point of view, considered the most desirable.

But by the impersonal and rigid law of merchandising, none of them are necessarily the "best people."

By a separate and special synthesis, there is created in each community a group whose patronage or favorable opinion is essential to the success of any product. This group contains some of the aristocrats, some of the wealthy, some of the smart, some of the intellectual. It is drawn from every stratum in the community, from every income level.

And the common factor, the determining characteristic, is *alertness*. It is alertness which makes them discover and try a product; alertness which makes them tell others about it; alertness which makes their judgment respected and their example followed by their friends and neighbors.

The Literary Digest is an achievement unique in American publishing because it has created a medium that has mass circulation large enough to serve any advertiser, and it also has select circulation. It selects not on the basis of wealth or aristocracy but on the basis of alertness, because only the alert and progressive find The Digest interesting.

They are the prime movers—the active, intelligent, ruling minds. Get Digest readers to buy your product—get them to buy it first, and keep them buying it—and you sell not alone to them, but to the far greater number who follow where they lead.

The Literary Digest

the number of employees almost directly in proportion to amount of incoming orders. 1919, there was a scramble from short-time to overtime, a rush to hire additional workers and to train them for their work, while unshipped orders were accumulating in considerable amount. accumulation of orders could not be shipped even though additional workers had previously been hired promptly and almost in exact proportion to the great order increase. Then suddenly, after but a brief interval of peak-level ordering, the tide turned and the industry faced declining orders and over-size, badly assorted stocks that grad-ually, through 1921, forced heavy production curtailments and the unavoidable release of our trained workers.

The whole manner of proceeding was unscientific. Those conditions forced our subsequent more rational approach to the problem of a co-ordinating control. Results of that more rational effort are beginning to attest its unquestionable These are some of the benefits that have accrued:

1. The annual average production in the years 1922 to 1925 has slightly increased over the annual average production during 1919 and 1920 (although the particular industries to which our product caters have, generally, been less actively producing).

2. The annual average number employed from 1922 to 1925 has decreased by more than 30 per cent below the annual average number employed during 1919 and 1920 (partly attributable, to be sure, to other production efficiencies, the savings from which are the more definitely assured if production is essentially regularized).

3. The trend of the number employed in noticeably steadier, no longer imi-

is noticeably steadier, no longer imitating to any marked degree the great fluctuations of the order demand. (For instance, during the 1919-1921 period, at one works the number of employees attained a maximum of 3,500 and a attained a maximum of 3,500 and a minimum of 1,500, representing an 80 per cent range of fluctuation when measured in terms of the average. In the period 1922-1925 the maximum number employed was 2,050 as against a minimum of 1,500, this representing a range of fluctuation of but 30 per cent when measured in terms of the average, a reduction of more than 60 per cent in the range of fluctuation in the number employed).

4. The labor turnover has been reduced in considerable degree, and production now is scheduled greatest be-

fore and not after the annual spring exodus from the foundries to the out-

5. At no time, in recent years, have unshipped orders accumulated to a unshipped orders accumulated to a fund nearly as great as in 1920. That is, in spite of spasmodic ordering, the customer has not been penalized but at all times in recent years has re-ceived distinctly better service than at any time during 1919 or 1920.

Stabilization of Earnings:

It is, of course, difficult to evaluate these benefits from the standpoint of profits earned. Profits are seldom divisible into por-But that there are real tions. profits accruing from these steps toward stabilization is very certain. And, that efforts toward stabilization do help to earn a share of the increasing profits of an industry, becomes evident to the qualified observer who is in a position to appraise not only the tangible but also the intangible contributions.

#### Prosecutor Advertises to Locate Witness

When Louis A. Repetto, prosecutor for Atlantic County, N. J., wished to locate a material wintess in a murder case, he used display newspaper advertising to aid him in his search. This advertising appeared in the territories in advertising appeared in the territories in which the witness, a woman, was likely to be. The advertisement gave a de-scription of the woman, followed by the name and address of the prosecutor. A reward was offered for information of her whereabouts.

#### P. D. Saylor Appointed by Bank of Manhattan

P. D. Saylor, president of Canada Dry Ginger Ale, Inc., New York, has been appointed to the advisory board of the Madison Avenue office of the Bank of Manhattan Company, also of New York York.

#### F. M. Ansley Advanced by Cleveland Bank

F. M. Ansley, who has been with the Guardian Trust Company, Cleve-land, for the last two years, has been appointed assistant manager of the business development department, in charge of advertising.

#### Tire Account for San Francisco Agency

The Keaton Tire & Rubber Company, San Francisco, has appointed Emil Bris-acher and Staff, advertising agency of that city, to direct its newspaper advertising on the Pacific Coast.

#### Making a Goat of the Advertising Appropriation

Editor of PRINTERS' INE:

The advertising appropriation of this organization is the "goat" for almost every conceivable miscellaneous expense including flowers, cigars, telephone listings, pencils for office use, and other incidentals, which, in my opinion, should not be charged up as advertising expense. Can you tell me something of the practices of other companies in handling this vexing question? While I dling this vexing question? While I want advertising to be credited with its fair portion of the expense, I do not want it to be made the goat for

miscellaneous expenditures.

Also, can you give me any idea on how to present this subject to the heads of the company so that advertising will be charged with only its legitimate ex-

pense?

..... Co., Advertising Manager.

M ANY advertising managers have suffered from this com-This reader is fortunate in not being connected with some organizations of which we know. They charge to advertising not only such items as those above mentioned, but jazz dances, bootleg alcohol, silk stockings, theatre tickets, and joy rides by rail or Such firms have no understanding of or respect for advertising, and they deserve their fate when they come a crash. But the advertising manager who submits to such practices doesn't deserve much pity, either.

In accounting, some firms make no distinction between production expense, selling expense, and advertising expense per se-meaning that fund which is expended in buying space for the purpose of reaching the consumer. It might be a good idea, therefore, to have, if possible, a heart-to-heart talk with the chief accountant and obtain, with his co-operation, a statement which will show what percentage of the advertising appropriation for a given period, has been expended on space visible to the consumer, what has gone for dealer helps, salesmen's entertainment, and other selling efforts, and what has been spent on pure foolishness. When confronted with such cold evidence, there is apt to

be at least one executive who will let out a large roar-and cause a

Accounting methods are often arbitrary, and vary from firm to firm. But the advertising manager has small excuse for allowing items to be charged to his department when they belong to the sales department, to the production department, or the general office itself. Even the boss ought to toe the mark-he will have respect for the man who makes him do it.

Production itself is sometimes an arbitrary classification. But many companies have found it reasonable to charge to that department all expense connected with the actual delivery of the goods, completely packed, to the shipping platform. Labels, for instance, may be regarded as advertising, but their cost clearly should not come out of the advertising appro-priation—they are attached to the goods when shipped, and therefore are a part of production.

The following articles in PRINT-ERS' INK will show our readers how other firms have dealt with

this question:

Should Extra Colors in Labels Be Charged to Advertising? Nov. 26, 1925:

Don't Make a Beast of Burden of the Advertising Appropriation. Feb. 19, 1925: Page 17

Do These Charges Belong in the Advertising Account? March 27, 1924: Page 41.

Page 41.
Cutting Cost of "Advertising Accessories" Increases Opportunity of Advertising. Nov. 29, 1923: Page 17.
How Shall Advertising Managers Be Judged? June 14, 1923: Page 122.
Diverting More of the Advertising.

Appropriation to Space. April 26, 1923: Page 25. What Expenditures Should Be Charged

to the Advertising Account? No. 1. Nov. 16, 1922: Page 3. No. 2. Nov. 23, 1922: Page 129.

Advertising managers make it their business to make Tact may advertising respected. be necessary here and there. At other times, it may be wise to use a knotted club .- [Ed. PRINTERS' INK.

Joins Asheville Agency Herbert Nachman has joined Shepard Advertising, Asheville, N. C., as head of the copy and plans department. 3



In area, Oregon is larger than Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, Rhode Island, and the Island of Hawaii, combined.

You would not attempt to cover any other market of such a size with the newspapers of one city. Why attempt it in Oregon where fully 70% of the buying

power is outside of the city of Portland? To cover Oregon effectively, it is necessary to use the following newspapers:

SALEM—Capital Journal
ALBANY—Democrat-Herald
EUGENE—Guard
MARSHFIELD—Coos Bay Times

THE DALLES—Chronicle
ald LA GRANDE— Observer
BAKER—Democrat
BEND—Central Oregon Press
KLAMATH FALLS—Herald

These papers reach unduplicated \$1,705 families, representing 140,000 to 170,000 consumers, at 27 cents per line.



564 MARKET STREET, SAN FRANCISCO

CHICAGO 360 N. Michigan Ave. New York 270 Madison Ave. Los Angeles Title Ins. Bldg.

SEATTLE 212 Madison St.

Write for information on co-operation

### Butterick Company Under New Management

Joseph A. Moore and S. R. Latshaw Now Control More Than Two-Thirds of Stock

FOLLOWING the annual meeting, last week, of the board of directors of The Butterick Company, New York, announcement was made by G. W. Wilder that he was retiring from the presidency and that he

would be succeeded in office by S. R. Lat-

Joseph A. Moore becomes chairman of the board of directors. For a number of years he has been treasurer of several of the publishing properties of William Randolph Hearst.

including The International Magazine Corporation, Good Housekeeping, Cosmopolitan and Harper's Bazar, and president and treasurer of the New York American. He resigned from this group, as reported last week, and has purchased a large interest in The Butterick Company.

Mr. Moore and Mr. Latshaw, together, control more than twothirds of the company's stock, which totals \$15,000,000.

Mr. Latshaw, the newly elected president, has been vice-president and advertising director of The Butterick Company for about ten years. Previously he was assistant advertising director of the Curtis Publishing Company, publisher of The Ladies' Home Journal and The Saturday Evening Post. He also is a member of the board of directors of the Audit Bureau of Circulations.

The Butterick Company is the owner of The Delineator, The Designer, The Butterick Quarterlies, Adventure, Everybody's Mag-



JOSEPH A. MOORE

azine, Good Hardware and The Progressive Grocer.

The Delineator was founded in 1868 by Ebenezer Butterick, Abner Pollard and Jones Warren Wilder, whose son, G. W. Wilder, has



H. S. Lines, advertising manager of The

Butterick Company, has been elected vice-president and a member of the board of directors.

The complete executive staff, elected at the annual meeting, is now as follows: Mr. Moore, chairman of the board; Mr. Latshaw, president; J. H. Gamon and H. S. Lines, vice-presidents; T. S. Mer-sereau, secretary, and Levin Rank, treasurer.



S. R. LATSHAW

#### H. W. Hartman, President, Follmer, Clogg

H. W. Hartman has been elected president of Follmer, Clogg & Company, Lancaster, Pa., manufacturers of umbrellas and parasols, succeeding the late Albert C. Hall. Willis M. Follmer was made vice-president and John mer was made vice-president and I. Hartman, secretary-treasurer.

#### Appoints Churchill-Hall Agency

The Marshak Maltmolak Company Brooklyn, N. Y., manufacturer of Malt-molak, has appointed Churchill-Hall, Inc., New York advertising agency, to direct its advertising. Newspapers will be used.

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# PICTURES TELL AND PICTURES SELL

The rapid growth of daily tabloids, the demand for Sunday roto sections and the wide use of picture pages for dailies, proves PICTURES have come to be accepted as an important medium of appeal.

#### WANTED— NATIONAL ADVERTISING REPRESENTATIVE

The L & T ILLUSTRATED NEWS offers the timeliness of a newspaper and life of a magazine, plus concentrated class circulation, appealing especially to women of education, imagination and MEANS. It is NOT, in any sense, a theater program or house organ, but backed by Chicago's largest theatrical circuit, who intend to spare neither effort nor expense to produce the finest tabloid weekly possible. The publication is in immediate need of good, aggressive advertising representation.

There is an association between the graphic pictures in the L & T ILLUS-TRATED NEWS, and the moving pictures on the theater screens, which creates an interest in the publication, that cannot be built-up by any other medium. The L & T IL-LUSTRATED NEWS, associated as it is with the screen and personages of human interest, gets genuine reader attention-all of which is shared by the accompanying advertising.

"Chicago's Only Illustrated Tabloid Newspaper"

# L & T ILLUSTRATED NEWS

307 North Michigan Ave.

Chicago, Ill.

Circulation More Than 173,000 Weekly

# TO INCREASE SALES All Selling Efforts Must Co-ordinate



to know how we can help you to get a substantial increase in volume of business without disturbing your present sales and advertising program?

The function of this organization is to create, develop and produce resultful direct sales promotion campaigns.

—campaigns that co-ordinate all the client's selling efforts in a unified drive to get more business—economically.

When will it be most convenient for a representative to call and tell you more about how this can be done?

You incur no obligation when requesting a representative to call.

#### WILLIAM GREEN

a. Corporation

Complete Direct Advertising Service and Counsel
Sales Promotion \* Marketing \* Merchandising

Offices: 627 West 43d Street, New York City

### Making the World Safe for the Plumbago Crucible

Co-operative Advertising Campaign of the Plumbago Crucible Manufacturers Shows Interesting Industrial Effort to Hold a Market against the Inroads of the Electric Furnace

LTHOUGH brooms and carpet sweepers have been improved upon by the vacuum cleaner, they still have large markets left to them. Hosts of men still prefer old-fashioned razors and suspenders. Kerosene-burning devices continue to have a very large

small quantities of what is known as crucible steel.

Modern invention has developed economies and short cuts in foundry practice, as in all other indus-Within recent years, the electric furnace has come in and displaced the crucible furnace in



age Adaptability Reliability Economy



HISTORICAL INTEREST AND ROMANCE ARE COMBINED WITH TECHNICAL FACTS IN THIS ADVERTISEMENT

sale in hundreds of communities where gas and electricity are not available. Electric refrigerators will not altogether replace nonelectric refrigerators for years

and years, if ever.
All of which leads us to the

plumbago crucible.

In the industrial field, the plumbago crucible is as familiar to foundry men as suspenders are to the general population. It has a history reaching back to ancient China and Greece. Today, the plumbago crucible is principally used in non-ferrous foundries for melting copper, brass, aluminum, and so on. It is also used to a smaller extent in melting comparatively

large mills and foundries where continuous operation has found to justify the larger capital investment which the installation of the electric furnace entails.

However, among the 3,000 or more brass foundries scattered throughout the United States, there are some 14,000 crucible furnaces still in operation. The manufacturers of plumbago crucibles, which are used in such furnaces, were therefore confronted with the problem of reaching these foundry operators and bringing home to them the fact that the plumbago crucible still has a place of its own, and always will have.

The plumbago crucible industry

comprises a total of nine manufacturers. About a year ago, seven of them decided to conduct a co-operative advertising campaign and created the "Plumbago Crucible Manufacturers' Publicity Bureau," within the Plumbago Crucible Association. The seven manufacturers contributing to the advertising campaign are the Jonathan Bart-ley Crucible Company, Trenton, N. J.; the Chicago Crucible Company, Chicago; Joseph Dixon Crucible Company, Jersey City; Lava Crucible Company of Pittsburgh: Naugatuck Valley Crucible Company, Shelton, Conn.; Ross-Tacony Crucible Company, Tacony, Pa.; and Vesuvius Crucible Company, Swissvale, Pa.

A campaign of advertising in publications reaching the operators of brass foundries was decided upon and ran during 1925. The advertisements consisted of doublepage spreads, the left-hand page presenting the historic background of crucibles by describing their use in various ancient countries, the right-hand page telling of the crucibles made by the seven manu-

facturers.

The campaign was designed to achieve three definite objects; education, trade extension, and to meet competition. The Publicity Bureau devised a slogan which was featured boldly in every advertise-ment, namely: "Age, Adaptability, Reliability and Economy." A booklet, entitled, "How to Cut Crucible Costs," was prepared and printed in which, as it is announced in the introduction, the seven manufacturers have pooled their information and ideas on cost reduction, steadiness of production and the improving of morale. Many valuable and helpful suggestions are offered to the users of crucibles.

The results from the first year's advertising were sufficiently gratifying to warrant a continuation of the campaign throughout 1926. The copy plan for the second year's campaign is based on showing exterior and interior views of foundry making non-ferrous castings, with the crucibles in actual use, photographs of the castings made, and short, interesting stories of the various foundries and their customs in crucible melting.

The series of advertisements which appeared during 1925 constitutes an interesting chapter in that branch of advertising designed to hold a market for an established product, to educate those who use the article into a better understanding of its uses and to extend sales into new fields. The way in which historical interest has been thrown about the product advertised is worth observing, for if romance can be successfully invoked to shed its transforming ray around a crucible, other products that seem inherently no more romantic than crucibles, may find ways to do something equally interesting.

One advertisement shows a pic-

ture of two Spartan warriors, and the copy, carrying the reader back to ancient Troy, concludes with

Weapons and accoutrements of the warriors who besieged and those who defended Troy were made of bronze. Before the bronze was hammered into armor or into spears and swords it was melted in crucibles.

Another advertisement has pictures of Chinese bronze bells, the bronze "Dog Foos" which guarded the doors of temples and palaces. The story it tells begins with the statement that the art of founding in metals, according to Chinese history, was first practiced in China in the dynasty of Hia, approximately 2200 B.C.; and concludes:

Metal has been melted consistently in crucibles for centuries and melting in crucibles goes on just as regularly as it did four thousand years and more ago. In all probability the method will continue to be the most satisfactory and economical until time is no more.

There is an advertisement with a big picture of the famous "Bell of Moscow," cast of bronze and weighing over 200 tons. There is one with a reproduction of the bronze shrine of St. Sebald in the ancient Bavarian city of Nuremberg with a picture of Peter Vischer, the master craftsman who

*250,000* 

Rural German American families representing millions of buying power and easily sold through the National Weeklies.

These German families own farm property valued at over Three Billion Dollars. Their income from the sale of farm crops alone exceeds \$600,000,000 annually. 83% own their farms.

Many thousands of German Americans live in the smaller country towns—they are people of means and can buy what they need for their families and homes.

To sell this market of tremendous buying power choose the publications which have the confidence of their readers.

# NATIONAL WEEKLIES

Haus und Bauernfreund WINONA, MINN. America Herold National Farmer

#### Representatives :

NEW YORK CHICAGO KANSAS CITY MINNEAPOLIS
Louis Klebahn A. T. Sears & Son E. A. Samuelson G. A. Bydal
280 Madison Ave. 1354 Peoples Gas Bldg. 305 Coca Cola Bldg. 355 Loeb Arcade

with his five sons wrought for thirteen years at erecting it. Still another has a picture of "The Bronze Fisherman," a heroic piece of statuary erected to the fisherman of Gloucester, Mass. This page ends:

A city's legitimate pride in her sturdy and fearless men who brave the deep sea's toll prompted the erection of the monument designed by an artist familiar with his subject and cast by a nationallyknown foundry from crucible melted metal.

The selling message for the products of the seven manufacturers, which, in each one of the advertisements here mentioned, appears on the right-hand page of each spread, is absolutely without reference to the competition of electric furnaces. It is direct and practical and talks to the foundry operator in the terms of his everyday problems. One piece of copy will give the reader an idea of how the competition of the electric furnace is met without seeming to be aware that there is any competition. Yet, if a competitor had come out with the charge that crucibles were oldplumbago fashioned, there could hardly be a better or more convincing answer than the following:

Meeting Melters' Needs. Under the varied demands of customers' requirements, crucible furnaces give eminent satisfaction both in performance and economy. Mixtures may be changed at will without fear of contamination from previous charges. Crucible manufacture has kept pace with the advance in melting practice. Modern furnaces which melt quickly and efficiently test refractory qualities and durability under radically changing temperatures. Close laboratory control of raw materials, coupled with research and the application of established physical principles have brought crucible quality to a high state of perfection and enabled them to keep pace with present day furnace practice.

Each advertisement is signed with the names and addresses of the seven contributing manufacturers.

#### Appoints Geo. B. David Company

The New York Home News has appointed the Geo. B. David Company, publishers' representative, as national advertising representative.

#### Lehn & Fink to Pay \$10,000 for Price Maintenance Plans

WITHIN a few days the Lehn & Fink Products Company will announce a "Peace Price Plan" contest with \$10,000 offered in awards. The object is to secure a workable plan of price maintenance by which the evils of price-cutting on the part of the retailer may be overcome. There will be thirty-eight awards in all, ranging from a first prize of \$3,000 to twenty prizes of \$50 each. There will be also a special award of \$1,000 to professors and students of economics.

According to an official of the company, all plans will be judged according to their workability, either under existing laws or desirable modifications of the law. The winning plans must be comprehensive and must cover a definite policy for retail druggists, both service and mutual jobbers, manufacturers, chain and department stores. Plans must also consider the advisability of a resale price law and must include a practical solution of the "free goods" and "hidden discount" problems.

The company expects to advertise the contest widely in the business papers and by direct mail. It is anticipated that many plans will be submitted by advertising men, economists, students and professors of economics, and interested consumers, furnishing every angle of viewpoint on the subject. All plans will be judged by a special committee of about nine, among which will be the following:

Mrs. J. Borden Harriman, president of the Consumers' League; A. W. Shaw, publisher; Dr. Melvin T. Copeland, professor of marketing and director of the Graduate School of Business Administration of Harvard University; Frank T. Stone, president of the National Association of Retail Druggists; and G. Barrett Moxley, president of the Kiefer-Stewart Company, and former president of the National Wholesale Druggists Association.

ce

# **Definite Opportunities**

Exist in our organization for Advertising-Merchandising SALESMEN

- —Possessing more than average ability—a knowledge of the needs of the big business organizations as well as those of the smaller local merchants.
- The type of sales representatives we want and need, know how to work with and for the customers they serve—giving the kind of assistance that builds business in ever increasing volume and on a solid foundation.
- —We are an organization making very rapid strides and those who believe they are fully qualified to represent us we shall give every consideration.

Address or call

# Outdoor Advertising

M. WINEBURGH, General Manager

1457 BROADWAY

NEW YORK

Phone Wisconsin 4076-4077



ERIC FIELD, Director of Erwoods International Advertising Agency, London and Paris; late Advertising Manager "The Times," London; late Editor "Printers' Ink" (England); Past President 30 Club of London, etc.

# Let me tell you of England and Europe

There is no Monroe Doctrine about trade. However busy he may be at present supplying his own domestic demand, every American manufacturer ought to give *some* consideration to the great world markets. Some of them may not be ripe yet; others offer an opportunity so immediate that it will not wait. The world is growing smaller every day and if you delay too long someone will steal the market which should be yours.

For 30 years my firm, Erwoods, Ltd., has been helping advertisers to develop the British and Overseas markets and all the knowledge acquired in that work is at your disposal if you would care to have me come and talk things over. I arrive in New York on May 7 and plan to sail home on June 30. Between those dates I am at your disposal without charge or obligation. My exact itinerary is not yet planned, so I should be glad to hear early.

#### **ERIC FIELD**

Care of Walter R. Jenkins 428 Postum Bldg., 250 Park Ave., New York

Erwoods Ltd., Advertising Agents, 30/32 Fleet Street, LONDON, E.C.4

#### How Continuous Advertising Shows Its Value

CROSBY-CHICAGO
CHICAGO, ILL.
Editor of PRINTERS' INK:

We shall appreciate references, by title and page, to articles published in PRINTERS' INK during the last year on the cumulative value of sustained advertising. One article we recall gave the percentage of return in the third year from the first year's advertising, provided the advertising was carried through the three-year period. As we remember, the experience was that of the Gordon-Van Tine Company.

CROSBY-CHICAGO
C. E. DRAYER,
General Manager.

HIS is a subject which is constantly being discussed in both PRINTERS' INK and PRINTERS' INK MONTHLY. Since the first of the year, four articles treating the topic from various viewpoints have appeared in the two publications, and there have been any number of references to the matter previously. The bibliography is too extensive to print here, but for the benefit of subscribers who may not have read the article dealing with the discoveries of the Gordon-Van Tine Company, we will repeat the gist of it. This article appeared in PRINTERS' INK Aug. 6, 1925, and this is the statement from the company which has attracted so much attention:

"Our records showed us that the first year's advertising placed in a new medium, or an entirely new kind of advertising placed in an old medium, did not, as a general thing, yield us any net profit that year. But it paid for itself the first year. During the second year it exerted 60 per cent of its selling force and during the third year . . . If a medium 40 per cent. is to yield 60 per cent of its selling power during the second year, it is necessary that the advertising in that medium be continued in undiminished volume during that year. This advertising placed during the second year will pay for itself, in addition to building up the cumulative value on the first year's advertising that enables it to yield 60 per cent."

It should be added that this

statement is based on accurate records kept by the company for a number of years, and that it knows what it is talking about. The entire article should be read in order to grasp its full implications, but the fact that figures are given with such precision is convincing testimony for the cumulative effect of sustained advertising.

The principle of the matter might be stated in this way: All selling efforts encounter a certain amount of sales resistance, due in part to the innate conservatism of the human race and in part to sheer inertia. This human resistance to any unaccustomed idea may be compared to a wall. must be broken down or dissolved before the current of trade can proceed in healthy volume. Advertising is one of the great tools which can pierce this wall. But it must be used as a good tool deserves - with energy, repetition, ingenuity, and persistence. Once the keystone of the structure or the "line of least resistance" found, the break comes. Some advertisers are successful the very first year; others have to wait for the harvest. But when the break comes, they often find that the whole wall tumbles. It is the sustained attack which does it.

The Gordon-Van Tine Company. however, does not contend that its discoveries are universally applicable. It has merely revealed its experiences to PRINTERS' INK readers for what they are worth. The Gordon-Van Tine Company is a mail-order lumber firm. Another kind of business, operating in a different way and among a different stratum of the population, might begin to profit from its advertising in a greater or less time. The thing that sets the Gordon-Van Tine Company apart is that it has learned its own particular business, and has eliminated guesswork and haphazard methods .-[Ed. PRINTERS' INK.

Joins Consolidated Press

De Witt Hutt, Toronto, recently with the Maclean Publishing Company, is now with the Consolidated Press Limited, Toronto.

#### How to Determine Sales Quotas

(Continued from page 6)
counties, even if determined ac-

curately, do not represent accurately the purchasing power of the people of different counties.

For most commodities, population is a pretty fair index of purchasing power. But total population alone has its shortcomings. The purchasing power of the people of some of the mill towns in the East is not as great as that Iowa Likewise. farmers. negroes in the South do not furnish as good a market as a similar number of people in the average Mid-Western city. Then there are the different buying habits of the Scandinavians of Minnesota, the Hebrews of New York, the foreign born of Fall River, Mass., and the negroes of the South. All this suggests that it may be necessary to break down the figures of population according to whether they are native born or foreign born, white or negro, literate or illiterate, etc. This is not a particularly easy task-at least to find out just how these different factors affect consuming capacity for each one of several products.

It has frequently been suggested that a good measure of purchasing power by counties would be the sales of other companies selling in the same territories. If the sales experience of a number of large companies having national distribution could be combined, this would probably furnish a good index. It is said that there are now a few national distributors who are exchanging sales data, with this in view. Even this plan has its dangers, because unless the commodities sold by the different companies are sufficiently like the product being studied, the results may be anything but accurate. Combined sales data on corn flakes, soap, Ford automobiles, and phonographs will not necessarily indicate what the sales of golf balls ought to be. This is an extreme

case, but it illustrates the principle involved.

Another measure of purchasing power that is sometimes used is the income derived from manufacturing, mining, and agricultural pursuits, as revealed by the census. These figures are helpful, but have their shortcomings. In the first place, there are no similar census figures for mercantile establishments, and in many towns the merchants are the principal spenders. Bankers and professional people are likewise not included. "Value added by manufacture" is undoubtedly a better figure to use than total value of manufactured products, because the proportion of total value paid out for raw materials varies greatly in different industries. There is also a certain amount of duplication in the agriculture figures, as, for example, where corn is fed to hogs, or hay to cattle. Still another difficulty is that people working in factories do not al-ways live in the same county where the factory is located. At any rate, we have these census figures on a county basis, except in some cases where the figure for manufactures is omitted, because of the danger of revealing the operations of individual companies.

The number of retail stores is certainly an important index of purchasing power, and this is being used to a certain extent. But the figures that we have on the number of retail stores in the various trades are of very questionable accuracy. Furthermore, the number of retail stores does not necessarily measure the volume of It has business done at retail. been found in the retail meat trade, for example, that the number of stores serving a given population varies greatly in different cities and towns.

What we need is volume of business done by retail stores in the different trades. There has been an agitation for some years to have the Census Bureau make an enumeration of commercial houses. The National Distribution Conference, at its meeting in Washington, last December, went

#### ON MAY FIRST

the general offices of this organization were removed to the Insurance Company of North America Building

1600 ARCH STREET PHILADELPHIA, PA.



Publishers and allied advertising interests are requested to change mailing lists accordingly.



As heretofore, clients in the New York territory will be serviced from our office in the Park-Lexington Building, 247 Park Avenue, New York City.

# THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.

PHILADELPHIA

NEW YORK

Member:

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES NATIONAL OUTDOOR ADVERTISING BUREAU, INC. AUDIT BUREAU OF CIRCULATIONS on record as recommending that this be done. Perhaps the most practical use that could be made of such a census of stores would be to furnish basic data for the determination of sales quotas.

Difficulties in Measuring Competition:

One of the factors that most distributors have to take into account in determining sales quotas is the amount and intensity of the competition that is encountered. This is very difficult, if not impossible, to measure quantitatively. But competition has to be reckoned with in most lines, if reasonable goals are to be set for sales performance. For example, in determining quotas for sales of but-ter, the presence of local creameries in many cities and towns is a very important matter. Work out the finest quota in the world, based on size and thickness of pocketbooks, and the presence or absence of strong competition may knock out the whole array of figures. In many cases, adjustments for competition may have to be made in purely arbitrary fashion.

The ideal quota system would take care of all but one of the reasons for variations in sales in different localities. That one reason is the varying efficiency of the sales organization. In fact, this is the principal object of establishsales quotas-to determine what the sales ought to be in each locality, provided the local sales organizations and individual salesmen are of equal efficiency. After the perfect quota system has been developed, departures from quota are due to the different degrees of efficiency of the sales force. The weak spots have been discovered, and it only remains to study the local organizations, find out what is wrong, and apply the remedy. Not that this is an easy thing to do. But it at least furnishes a reasonable and intelligent proach to the problem of improving efficiency and results.

#### Finding the Factors:

Because of the shortcomings of each individual factor, as just

pointed out, the problem is to find the two or three or four or more factors which, together, give the best measure of sales possibilities. Population may be all right so far as it goes, but the chances are that it will account for only partpossibly a large part-of the variations in purchasing power of different localities. Another factor, such as numbers of retail stores, though it may largely duplicate population as a factor, may add something, so that the two together give a more accurate result than either one alone.

In determining the measuring ability of any one factor, about the only thing that it can be compared with is past sales performance. It would be possible to compare it with the sales of the preceding year alone, but there may have been abnormal and unusual circumstances that affected sales in certain districts in any one year. Therefore, the average sales for two or three years would be better. This would tend to even out abnormalities. Probably, the average of the two preceding years is sufficient for all practical purposes.

The next question is: How can each factor be judged as to its effectiveness in measuring sales possibilities in different localities? This is where we have to use the more advanced methods of statistics. It is necessary to compare each factor with actual sales, to find out to what extent it accounts for variations in sales in different localities. Probably the only way that this can be done accurately and with a minimum of effort is to determine the coefficient of correlation. No attempt will be made here to explain what a coefficient of correlation is, or how it is figured. Suffice it to say that it measures the degree of correspondence between two sets of data.

#### Combining the Factors:

In determining what factors to use, it is discovered that some of them have more importance than others. The problem is to combine the factors into a single

### Authors' Services

#### Special Writings for Advertising Purposes

Rex Beach Gelett Burgess Berton Braley Ellis Parker Butler Sam Hellman Eddie Cantor

Irvin S. Cobb

James H. Collins J. George Frederick Howard R. Garis Don Herold

Nellie Revell Ted Robinson Grantland Rice Carolyn Wells H. C. Witwer Nina Wilcox Putnam Ed. Mott Woolley

### Cartoonists' Services

#### Special Drawings for Advertising Purposes

RALPH BARTON REGINALD BIRCH CLARE BRIGGS LANG CAMPBELL FONTAINE FOX RUBE GOLDBERG DON HEROLD

**ELLISON HOOVER** G. B. INWOOD MERLE JOHNSON H. T. WEBSTER WALTER WELLMAN **GLUYAS WILLIAMS** CRAWFORD YOUNG



HERE is a substantial popular attention value to these prominent names. The services of these and other well known authors and cartoonists are available to a limited number of advertisers. TWe shall be pleased to co-operate with advertising agents and advertisers in adapting these services to their various advertising needs.

#### Fred A. Wish

INCORPORATED 12 EAST 41ST STREET NEW YORK CITY

Telephone: Vanderbilt 5797

We welcome commissions to act as confidential agent or negotiator in special business matters.

# Are you shooting in the dark at an indefinite public?



MANY of the outstanding sales successes in America owe their effectiveness to the simple principle of beginning at the beginning. The retail dealers' sales community is the basic unit of almost all selling. There is where we like to begin.

Every problem of national selling is represented in the sales cycle of the local dealer on a scale that the human mind can grasp and analyze.

A sound plan which will work and produce business in the local market can be expanded to national proportions by the orderly process of multiplication. And it is much more direct and practical to deal with a market in terms of local dealers' communities than to shoot in the dark at an indefinite national public.

Invariably too, many fresh angles and economical shortcuts can be originated by working up from the local retail field.

We would be glad to suggest to you how Re-Sale and the local viewpoint can be applied to your marketing and distribution problems, and outline our methods.

RONALDS RE-SALE AGENCY, INC.

**527 FIFTH AVENUE** 

**NEW YORK CITY** 

measure, giving each factor its proper weight. Sometimes, the "weighting" may be done more or less arbitrarily, but here again there is a method of determining mathematically the relative importance of the different factors. When this has been done, it is possible to combine the factors into a single figure which serves as an index of sales possibilities.

Whatever system is used in determining sales quotas for a large number of sales districts, it is practically inevitable that some districts will be found to exceed their quotas, whereas others fall way below. This is valuable information for the management, but it may not be good policy to let certain district managers know that they are running ahead of scientifically determined quotas. In setting quotas for a year in advance, it is customary to provide for a certain increase in the total business. By basing district quotas on the increased volume that is expected, it may be found that there are still certain districts that are selling more than they are expected to. In such cases, some arbitrary device for establishing quotas is probably necessary. The writer would like to know how other companies have met this problem.

But we are not through yet. In setting quotas for the future there are new factors that have to be considered. How will demand be affected by general business conditions? And how will business conditions vary in different parts of the country? Periods of depression in single industries, such as have been experienced in the coal, textile, and leather trades during recent years, have to be taken into consideration. Strikes, crop failures, and other events that cannot possibly be foreseen may upset things.

#### A Simple, Practical Method:

There is one method of determining sales quotas, without the use of correlation coefficients, which yields fairly accurate results, and which has been used with a fair degree of success.

Compute the percentage of total sales which have been made in each county or sales district, and use this as a base. Take fifty or a hundred sample counties or sales districts, at first, in order to save time. Then compute the percentage of total population in each sales district. Do the same thing for the number of native whites; the number of automobile registrations; the number of magazines; the number of retail outlets, etc.

After these data have been prepared, plot a curve representing each set of data. Compare each curve with the basic curve, and see which ones correspond most exactly. In this way, decide which three or four of the factors most nearly correspond with the sales curve, and decide to use

The problem, then, is to combine the factors that have been chosen. This may be done by simply averaging them. For example, assume that for a given sales district, the percentages are as follows:

Past Sales	1.5 per cen
Population	1.9
	retail outlets1.3
	income tax
returns .	2.1
Magazine ci	irculation1.7

Average of four factors..1.75

This means that whereas only 1.5 per cent of total sales have occurred in this district in the past, there ought to be 1.75 per cent of the sales. Assume that total sales during the past year (or average of past two years) have been \$7,500,000, and that a 10 per cent increase is expected for the coming year. Total expected sales would be \$8,250,000. The sales quota for the single district would be 1.75 per cent of this amount, or \$144,000.

In this way, theoretical quotas can be determined for each sales district in the country. After this has been done, it will probably be necessary to make arbitrary adjustments, depending on how well established the company is in different parts of the country, the

severity of competition, probable business conditions, etc. Try out these quotas for a year, and then make more arbitrary adjustments for the second year. In this way, a workable quota system can be developed which will give a far better standard against which to measure sales accomplishment than simply past sales performance.

The chances of error in this plan lie in the possible selection of factors that simply duplicate each other and the omission of other factors that would contribute something to the accuracy and fairness of the resulting quotas. Another, and perhaps more serious error, results from using a simple average, thereby ignoring the relative importance of the selected factors. This can be overcome to a certain extent by arbitrarily weighting them, but without a scientific method of determining the weights, this arbitrary method may reduce, rather than increase, the accuracy of results attained. It is worth trying,

however, and as time goes on, and as there is more experience to draw on, more accurate methods can be devised.

# Consolidated Press Advances

S. K. Arnott
Stewart K. Arnott, formerly with the Chicago office of the Consolidated Press, Ltd., has been appointed advertising manager of Motor Trade, one of the company's publications. His headquarters will be at Toronto. He will be succeeded at the Chicago office by Morgan K. Cottingham, who will represent the company's trade papers.

Joins John H. Dunham Agency R. J. Staley, formerly with Williams & Cunnyngham, Chicago, and more recently with Evers, Watrous & Company, advertising agency of that city, has joined the staff of The John H. Dunham Company, Chicago advertising agency, as assistant space buyer.

#### A. E. Hobbs, Vice-President,

Charles W. Hoyt Agency
Arthur E. Hobbs, managing director
of the Springfield, Mass., office of the
Charles W. Hoyt Company, Inc., New
York advertising agency, has been
elected vice-president of the company.

# You hear a lot about duplicate circulation

#### but little about Influence

A newspaper's most vital selling force

Using two newspapers in the same city may mean duplicate circulation-but this is unimportant. Circulation may be duplicated but influence cannot.

Unique in influence among its readers is the

# Boston Evening Transcript

published for and read by thinking persons. It is their newspaper, teacher, adviser.

Your advertisement in the Transcript exerts an influence that no other New England Newspaper can duplicate. That is why Transcript advertisers receive such substantial results.

National Representatives

The Chas. H. Eddy Co.

> New York Chicage Beston

R. J. Bidwell Company

> Los Angeles San Francisco

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ods

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ed

#### ANNOUNCEMENT

#### MR. GEORGE W. SUTTON, JR.

has joined our staff as account executive

Mr. Sutton occupies a unique position in the Automotive Industry. He is America's best known writer on popularized automotive subjects and has gained a profound knowledge of the public's attitude toward automobiles and motorboats. He was formerly Editorin-Chief of Motor Life, the New York Motorist and other publications, and for six years was Associate Editor of Motor Boat Magazine.

For long periods he has served as Automotive Editor of Pictorial Review, Collier's Weekly, Vanity Fair, Vogue, Field and Stream, Town and Country, Success, Outdoor-Recreation, Charm, Golf Illustrated, American Exporter, Style and a host of other distinguished magazines. He has held many of these positions simultaneously, a task requiring diversified knowledge, intelligence, literary ability and a high degree of adaptability to different automotive problems.

His keen merchandising sense has been employed in writing booklets, advertisements, sales letters or other printed matter for such concerns as

ROLLS ROYCE OF AMERICA, Inc.

LOCOMOBILE COMPANY OF AMERICA
LINCOLN MOTOR COMPANY
LOCKE AND COMPANY
(Custom Body Builders)
WILLIAM WIESE AND COMPANY
(Automobile Uphoistery Makers)
FLEETWOOD METAL BODY COMPANY
JOHNSON OUTBOARD MOTOR COMPANY
MINERVA AUTOMOBILES, Inc.
DUESENBERG AUTOMOBILE COMPANY
and Others

He knows the American public in its relation to automotive products

# Alfred Wallerstein

ADVERTISING

70 WEST 40TH STREET, NEW YORK, N.Y.

#### C. C. Agate with Window Display Association

Display Association
C. C. Agate, formerly advertising manager of the Manhattan Electrical Supply Company, New York, has been placed in charge of the headquarters business of the Window Display Advertising Association.
C. G. Munro, of Munro & Harford, has been appointed general treasurer for the association's convention which will be held in October at New York. The following committee chairmen have been appointed by Lee H. Bristol, advertising manager of the Bristol-Myers Company and chairman of the convention committee:
C. H. Watson, J. Walter Thompson Company, advertising; A. J. Kleberg, Valentine & Company, publicity; F. R. Kingman, "Onyx" Hosiery, Inc., program and speakers; Mr. Munro, sale of exhibits; F. D. Gonda, Einson-Freeman Company, installing exhibits, and A. J. Turner, Edison Lamp Works, registrations and reservations.

#### Oil Burner Account for Charles C. Green Agency

The Philadelphia office of the Charles C. Green Advertising Agency, Inc., has been appointed by the Sword Burners, Inc., Philadelphia, to direct the advertising of its Silent Sword automatic oil burner for domestic use. Plans call for the use of newspaper and newspaper rotogravure space.

#### Blyn Shoe Account for Hirshon Agency

Blyn Shoes, Inc., New York, chain store operator, has appointed The Arthur Hirshon Company, advertising, also of New York, to direct its advertising account. Thomas Limited, New York, hair specialties, has also placed its advertising account with this agency. Newspapers will be used for both ac-

#### Textile Account for Livermore & Knight Agency

The Westerly Textile Company, Westerly, R. I., has placed its adver-tising account with the New York office of the Livermore & Knight Company, advertising agency. Business papers and direct-mail will be used to advertise Westerly Fabrics, both in the piece and draperies and bedspreads.

#### Richard Fechheimer Dead

Richard Fechheimer, who conducted his own advertising agency business at New York, died at that city on Aoril 22. He was thirty-two years old. Mr. Fechheimer established his agency ten years ago.

George Wiggins, who was recently engaged in newspaper work, has joined Burton E. Vaughan, advertising coun-selor of Little Rock, Ark.

### Whose Face Do You Look For First?

It's not egotism that makes you look first for your own face in the flashlight photo of the banquet. It's human nature. So it is with advertising. Many otherwise good advertisements appear to be written to please the wrong person. The real one to be pleased is the man or woman who does the buying-not the man who pays the advertising bills.

Our copy is directed to the purchaser. Our clients notice the difference.

# SMITH, STURGIS & MOORE, Inc.

General Advertising Agents

1463 Broadway at 42nd St., New York

London: Premier House, Southampton Row, W. C.



# The National Farm News.



### RGANIZED COOPERATION AIDS AMERICAN

Farmers Union Teaches Value of Practical Methods TEXAS SOLON CALIFORNIA Equity Union Demonstrates Cooperative Marketing WRITES ABOUT POULTRYMEN FARM PROBLEM, CO-OPERATING

FARMERS EDUCATIONAL AND OPERATIVE UNION FIRST



PRODUCERS AND CONSUMERS

INFLUENCE!

OVER FIFTY THOUSAND real dirt-farmers read this newspaper each week. TEmanating from Washington, they know its articles are authoritative, timely, dependable. reader-confidence is unusual. Influence exerted by THE NATIONAL FARM NEWS is based on the better class farmer's confidence in the paper he knows is his-and his family's!

Farm News - from its Source!

Unlike the "farm journal", the pages of THE NATIONAL FARM NEWS are distinguished by their presentation of NEWS -the developments at Washington, from a legislative point of view, and all current news of interest to the practical farmer and his family.

To the advertiser this influential weekly is ideally suited to the presentation of any product sold the prosperous group of practical farmers. The present rates are based on a guarantee of 50,000 weekly.

Buy on a rising market!

The National

215-217 G Street, N. W.

Washington, D. C.





# MANTERNACH CO.

— the home of profit-building advertising in central New England—in keeping with its policy to provide manufacturers in this territory near-at-hand advertising ability of unusual merit

#### Announces

the following additions to its staff

ROBERT W. MICKAM
Copy and Production

STEPHEN M. KENYON Merchandising and Sales

After July 1st, this agency will occupy enlarged quarters in the new Manternach Building, 55 Allyn Street, Hartford, Connecticut



#### Be Like Barnum and Get Talked About

This Advertiser Doesn't Believe Everything Has to Be Closely Tied Up to His Product

A N advertisement purposely prepared for purchasing agents with a poetical turn of mind had a somewhat unexpected come-back for B. J. Carney & Company, Grinnell, Iowa. The advertisement showed the after-effects of a sleet storm through which the com-

pany's Western Red Cedar poles remained unscratched. For the caption, the company chose the line, "and the poorest twig on the elm tree was ringed inch deep with pearl."

Everything was all right until the company heard from a literary critic in faroff Japan, who called the president, E. B. Brande, to account for giving to Whittier credit which should have gone to Lowell. "My reply to him," Brande said, "stated that while I did not approve Barnum's choice of expletives, I still believe that Barnum was justified when he remarked, in different language, that he didn't care what people said about him just so long as they kept talking. At the same time, I acknowledged the error

but still maintain that the advertisement served its purpose."

This incident illustrates a principle which Mr. Brande believes is an important factor in creating

popularity for the company's advertising and getting it "talked about." For instance, pictures are frequently used which, he admits, have no bearing whatever upon Western Red Cedar poles. A recent illustration, for example,

showed a group of men gathered about a bear which they had bagged in one of the Carney lumber camps. The copy closed with an invitation to readers to come up to camp and shoot a bear.

While the association between hunting bears and getting buyers



#### Work and play make the day

The "gang" in picture directly above were watching a Carney truck louded with Western Red Cearl Poles just before it starned on in Ising trip down the mountain side on a speciality construend loggrad of miles long. They made an "about face" when the gainger ama approached. This same "gang" are seen journey or the same to a well directed bullet. How windled you like to come up to one of technology of the policy and and short a bear?



THIS COPY LEAVES A THOUGHT THAT WILL LINGER

to buy Western Red Cedar poles seems to be remote, and actually is remote, it will be seen from Mr. Brande's reasoning, that it was definitely aimed to get the company talked about.

The photograph showing the dead bear was one of several snapshots received from M. P. Flannery, vice-president, who wrote that the camp had been bothered considerably by bears. One night,

Stores that Get College Trade Clothing—Haberdashery

Clothing—Haberdashery
—Drugs — Candy—
Books — Stationery—
Tobacco, etc.

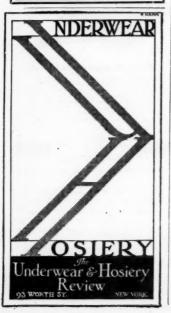
Fraternities — Clubs — Coaches of Teams — College Colors.

Teachers and Executives in Colleges — Normal Schools — High Schools—Prep Schools.

We own The Educational Lists Co., Inc., specialists in all types of lists concerning the school or educational field.

Send for Catalog of Lists

Established 1913
COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.
503 Fifth Ave., New York
37 So. Wabash Ave., Chicago



two of the camp crew laid for the marauders and landed the bear whose picture was advertised. Mr. Brande saw in the photograph another opportunity to get away from strictly business arguments and win the interest of his advertising readers.

When one hears Mr. Brande explain the reasons that prompted him to use this photograph, it becomes evident that what at first appears to be very far afield is really a subtle and very clever appeal to the sporting instinct of the industry. "My decision was made to use this picture," he said, "on account of the fact that a number of our friends in the East might be somewhat impressed and encouraged to spend their vacation in the woods with our organization some time."

#### Made Sales Manager of Memphis Linotype Company

Waring Sherwood, formerly in charge of the direct-mail advertising department of S. C. Toof & Company, Memphis, Tenn., has been appointed general sales manager of the Memphis Linotype Printing Company. He was formerly advertising manager of Earl Motors, Inc., Jackson, Mich.

#### Hookless Fastener Account for Lay Agency

The Hookless Fastener Company, Meadville, Pa., has appointed The Lay Company, New York advertising agency, to direct its advertising account. Magazines are being used.

#### W. J. Carter Becomes Member of Firm of Archer A. King

William J. Carter, who has been with Archer A. King, Inc., publishers' representative, at Chicago, for the last seven years, has become a member of the firm and one of its directors.

# Joins "Children, the Magazine for Parents"

Miss Margaret E. Jessup has joined the advertising sales staff of Children, The Magazine for Parents, New York. She was formerly with The Outlook.

#### Andrew C. Loudon Dead

Andrew C. Loudon, vice-president of The Superheater Company, Ltd., Montreal, died recently at Burlington, Vt., at the age of forty-three. He became vice-president in 1921.

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# 33.6% increase in radio subscribers

Five months ago 250 advertisers of radio sets and equipment were covered with one or more subscriptions to the PRINTERS' INK Publications.

To-day 334 advertisers in this important industry can be reached through the PRINTERS' INK Publications—an increase of 33.6 per cent in coverage in the short space of five months.

Increasing coverage of the radio advertisers is just another indication of the thoroughness of the PRINTERS' INK method of handpicking its subscribers from among the buyers of advertising in all industries.

Printers' Ink Publications 185 Madison Ave., New York

ides

Slewart-Warner
CELORON \*

# WANTED: --an Employer!

#### Only unusual men hire men of my ability

At present I am assistant to the managing head of a national publication. My employer is going to California to stay indefinitely. I prefer to stay in New York.

If the reader of this advertisement is the head of an advertising agency, publishing house, the editor or business manager of a newspaper or magazine, or engaged in any line to which writing is an important adjunct, he should be interested. I can serve him well.

I save my present employer many hours per week by putting his ideas into words—by writing sales letters and staff letters for his signature—by analyzing those problems which respond to proper word treatment—and by making myself generally helpful as a busy executive's assistant.

Think this over. If I can save you thirty or more hours per week, what is that worth to you? To your company?

My present employer will give you his O.K. on my writing technique, creative ability, literary thoroughness, loyalty and industry. If you are a busy man, as he is, you need me. The hours I shall save you will pay my salary, release you for more action in profitable directions, improve and clarify your working day, and constructively benefit your company.

I am a young man, native of New England, and college educated. For two years I taught English in a Mid-Western college, As a free-lance writer I have contributed to the "American Mercury" and other nationally known periodicals. At the present time I am engaged upon a book of literary criticism. But my cultural interests have not destroyed my practicality.

I shall earn a big salary and expect a modest one. Write, and I shall call to see you.

Address "B," Box 165, Printers' Ink.

#### The Hoch Bill Is Designed to Aid Exporters

Washington Bureau of PRINTERS' INE THE Hoch Bill, which property for the establishment of a for-HE Hoch Bill, which provides reau of Foreign and Domestic Commerce of the Department of Commerce, has every chance of being passed during the present session of Congress. This bill passed the House some days ago and it is expected that it will be favorably reported by the Senate Committee on Commerce before this article is published. For the first time, it will allow the grades of foreign representatives as commercial attachés, senior grade; commercial attachés, junior grade; assistant commercial attachés, trade commissioners, and assistant trade commissioners. The bill provides, further, that the Secretary of Commerce shall direct these officers in the promotion of foreign commerce of the United States, and that their duties shall be to investigate and report upon commerce and industrial conditions in foreign countries, to perform such other duties as the Secretary may direct in connection with the promotion of industries, and to make such inspections of the foreign commerce service as the Secretary may direct.

The Secretary is authorized to appoint officers of the foreign commerce service but only after eligibility has been determined by examinations held by the Civil Service Commission and the Department of Commerce in co-ordination. Present officials in the positions named are exempt from the examinations.

In the first class, the Secretary is allowed to fix remuneration at from \$8,000 to \$10,000 a year. In class two, from \$7,000 to \$9,000. class three, \$6,000 to \$8,000; class four, \$5,000 to \$7,000; class five, \$4,000 to \$6,000; class six, \$3,000 to \$5,000; class seven, below \$3,000.

The Secretary is also given the

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# COPY WRITER WANTED

AN unusual opportun-ity for an experienced all round copy man with a long established New York advertising agency. Must be able to write strong, convincing copy for a varied type of national accounts. In answering give complete details. State experience, age, nationality and salary expected, and if at present employed. All replies treated instrict confidence. Address "Y," Box 160, Printers' Ink.

#### - \$124,342.25 -

Worth of Merchandise Sold by One Letter at a Cost of \$2,552.24 THE letter which produced this remarkable result won first prize in our "\$400.00 in Gold Prize" Contest for the best pieces of Direct-Mail used in 1925.

of Direct-Mail used in 1925.

A copy of the letter and complete details regarding it will be sent you with a year's subscription to Postage—12 issues—\$2.00.

Every issue of Postage contains articles on selling by Letters, Folders, Booklets, House Magazines, Mailing Cards, Catalogs, etc. Every person who has anything to do with selling can get ideas for increasing sales out of Postage.

Subscriptions are sold with a guarantee

sales out of Postage.

Subscriptions are sold with a guarantee of twice your money back at end of year if you, as sole judge, do not feel Postage has been worth \$2.00.

FREE! The October, 1925, number of Postage, dedicated to the Direct-Mail Convention in Boston last October, has been acclaimed the finest Directber, has been acclaimed the finest Direct-Mall magazine ever published. It contains 212 pages, 64 articles on Advertising and Selling. Single copy price is 58 conts. Copy included, without charge, with a year's subscription. Just pin the heading of this advertisement to your letterhead. Bill for \$2.00 will follow.

The Monthly Magazine devoted to DIRECT-MAIL SELLING

Letters, Booklets, Folders, House Magazines, Catalogs, etc. 18 East 18 Street New York City

#### Eastern Representation

Advertising salesman with record for results wants to represent several class, technical or trade magazines on a commission basis. Territory: New York City and State, New England, Eastern Pennsylvania, New Jersey, Maryland and Delaware. Has had executive experience in all departments of the publication of such magazines: Editorial, business management, circulation and the selling of advertising. Has established office in New York City and sufficient number of associate salesmen to assure adequate coverage and close contact. Address "V," Box 157, care of PRINTERS' INK.

power to promote or demote in grade or class, to increase or decrease within the salary range fixed for the class of compensation, and he is given considerable power to direct and organize the

One very important provision of the bill is that any officer of the foreign commerce service designated by the Secretary of Commerce shall, through the Department of State, be regularly and officially attached to the diplomatic mission of the United States in the country in which he is to be stationed. Traveling expenses are provided, and it appears that the bill does not overlook any details which will increase the efficiency and morale of the service.

#### Advertiser Wins Award for Safety Campaign

The Union Oil Company, of Los Angeles, Calif., by virtue of its "Be Careful" advertising campaign, designed to promote greater safety on the high-ways, recently won the Abraham Lin-coln Humanitarian Award, presented by the Oregon Humane Society. The campaign called for the use of 1,500 poster panels on the Pacific Coast typi-fying motoring situations in which care-ful diving is necessary and carrying ful driving is necessary, and carrying an appeal to observe safe driving prac-

#### New Accounts for St. Paul Agency

The Ernst Candy Company, St. Paul, Minn., has appointed David Incorporated, advertising agency, of that city, to direct its advertising. papers are being used. The Saint Paul Bottling Company has also placed its advertising account with the David agency. A newspaper campaign will be conducted on Glacier Club Ginger Ale for the latter account.

#### With Canadian Victor Talking Machine Company

L. W. Jones, has joined the adver-tising department of the Victor Talk-ing Machine Company of Canada, Ltd., Montreal. He was formerly with the Montreal. He was formerly with the R. Sykes Muller Company, advertising agency, also of Montreal.

#### Appoints A. E. Clayden, Inc.

The Martinsburg, W. Va., Journal has appointed A. E. Clayden, Inc., publishers' representative, as national advertising representative, effective May 1.

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# WANTED

# ADVERTISING AGENCY PRODUCTION MANAGER

One of America's foremost advertising agencies seeks a man of exceptional calibre to head its production department.

In him we demand not only the primary requirement of technical experience, but the equally important element of executive ability.

His technical qualifications must include the ability to obtain satisfactory plates, electrotypes, mats, steros, composition, printing, lithography, etc. His experience must include several years in an agency of good standing where the meeting of closing dates is the rule rather than the exception.

In addition he must have the faculty of establishing and maintaining departmental organization, for his staff will number some twelve or fifteen men.

This advertisement is not directed to youngsters whose maturity is still to be achieved or to men approaching the shady side of a none-too-successful career. Instead it is specifically directed to vigorous, likeable men now either the production managers of recognized agencies or well founded key men working for such superiors—and whose positions, in some manner, limit the scope of satisfaction they derive from their jobs.

To the man selected we offer a salary in keeping with the requirements of the position he will fill and an opportunity limited only by his own capabilities and future performance. Our staff knows of this advertisement. It appears unsigned merely to save fruitless interviews. Please write us in the detail and manner that you would expect if the situations were reversed. Don't endeavor to create a clever selling letter. Deal frankly with your past and give honest opinions about yourself. Trust our judgment to separate the wheat from the chaff. Letters will be held in strictest confidence and personal interviews arranged at earliest possible time.

"G" BOX No. 167

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND6500. President and Secretary, J. I. Romer. Vice-President, R. W. LAWRINCE. Treasurer, DAVID MARCUS. Sales Manager Douglas Taylor

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager. 704 Walton Building, Atlanta Office: 704 W Ggo. M. Kohn, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager. San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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James H. Collins, Special Contributor A. H. Deute, Special Contributor John Allen Murphy, Special Contributor Chicago: G. A. Nichols D. M. Hubbard Russell H. Barker

Washington: James True London: Thomas Russell

NEW YORK, APRIL 29, 1926

An advertising A Constant agent told us re-Source of cently that every New time he wonders Advertisers where some of his new accounts are going to come from, he thinks of an experience which befell him shortly after the first of the year. He was traveling across country in that great clubroom of America, the smoking compartment of a fast train, when the talk turned to several factories which, appearing on the landscape with great regularity, brought forth the remark from one of the passengers that he had never heard of any of those plants and yet they seemed to be prosperous. A business man present, who happened

to be a national advertiser himself. spoke somewhat as follows:

"I have never been inside any of those plants, but I can tell you the story of some of them at least. Each one of those plants is regarded as prosperous by some-body. Year after year its sales are increasing, but not its profits. The plants that I have in mind have some financial backer, not himself actually engaged in the business, who, while he knows something is wrong, doesn't know just what to do about it. The plants, in many cases, are making a long line of products for another man to sell and advertise. They get a small manufacturing profit. The other fellow uses them temporarily while his product is being introduced and then builds his own factory. They have to go out and get another customer at a lower price. Sales mount, profits stand still. The trouble is that the profits of the business leak away in doing odd jobs for other people. make too many things for too few big customers.

Then he went on in some detail to describe how his own factory had changed from the condition he had just described to one which resulted in a gradual transformation from a private-brand business to manufacturing, sales, and advertising concentration behind one product in its previously large "If you could write an editorial," the advertising agent told us, "assuring financial backers and owners of big private-brand industries that they can make the change painlessly and without going broke, I can use it as part of a definite sales campaign which is bound to net me at least a couple of accounts before the year is

over." We assure this agent and private-brand manufacturers in general that the object to be desired has been achieved times without number. The files of PRINTERS' INK show at least a score of cases in the last few years where transition has been effected gradually without throwing overboard the present customers, but little by little building up sales on what pre-

viously was a neglected item in the long list of products being manufactured for other people to sell. There is, in the factories described previously, an orchard full of big, red apples in the shape of new advertising accounts. The apples are getting riper and riper as the owners of such businesses look about them and see new leaders appear from nowhere who, by registering their name and trademark on the American consciousness, have been able in a short period of time to build high earning power. The private-brand manufacturer knows that odd jobs eat up his profits. He is looking for one big job to do which will give his business greater stability and fair earning power.

Advertising the Wrong Way advertising. The city had certain definite advantages to offer manufacturers in the way of labor and raw materials, and other advantages to offer prospective citizens.

A plan was discussed by which two separate campaigns would be run, one in business publications and one in a small list of newspapers and magazines. Then a small group, radio fans, began to talk the advantages of a regular hour "on the air" to impress everybody with the advantages of the

Instead of the specific and logical plan first suggested, the present plan is to have a concert broadcast every Tuesday ning at six. Each concert will be preceded by short addresses by realtors. Each big booster will tell, while Aunt Mary and the children listen in, how Boosterburg is building twenty miles of new sewers and that the new bank on Main Street will cost \$275,000. Then will come the concert, "broadcast each Tuesday evening through the courtesy of the Boosterburg Board of Realtors. of the

It seems too bad that a logical and carefully planned campaign of community advertising should be shelved for a concert preceded by a talk-fest.

Community advertising has outgrown its toddling days when mere general boosting was its main characteristics. Today it is carefully planned after research and investigation, directed to logical customers and when so carried on brings real results.

No use going backward in community advertising. Concerts can never take the place of paid space in recognized mediums if the city contemplating community advertising wants to attain definite objectives instead of giving a few people the chance to get some cheap publicity.

Competition
That
Benefits All
B

An outsider, looking on, would probably ask, "How long can such a condition continue? Aren't too many firms advertising the same thing? Surely there cannot be enough business to go around."

Before we answer these questions, let us go back and consider the early history of retailing, especially the rise of department stores. It was not so many years ago that a big retailer who had obtained a good site on a busy street began to tear his hair if a rival opened up close by. He reasoned that there was only so much business to be had from that territory; that it would be ample for one store; but if split up among two or more competitors, there would be nothing but loss for all.

would be nothing but loss for all.

The passage of time showed the pessimist how wide of the truth had been his gloomy forebodings, and revealed to him that he was not well acquainted with the principles governing his own

business. The very grouping of such stores in a territory brings a new stream of trade to that territory. And so, instead of there being a diminished custom for each store, there comes in a tide whose volume gives a fair share of business to everybody.

Moreover, the entry of several establishments, even if competitive, into a certain area advertises that area. The public learns about it, prefers this concentration to shopping around in a scattered way, and so transportation lines have their attention directed to the area, stations and terminals are opened there, and a general boom results.

How this condition works out is illustrated by the history of Sixth and Fifth Avenues, New York, as shopping thoroughfares. A score of years ago the big metropolitan retail establishments could be found chiefly concentrated in the neighborhood of Sixth Avenue and Twenty-third street. Both the avenue and the street drew trade from all over the city and the suburbs. No efficient store lacked business.

Then the improvement of Fifth Avenue attracted the attention of the larger proprietors. One or two of them broke away from Sixth Avenue and moved well up on Fifth. Competitors followed by degrees, and so Fifth Avenue is now the shopping thoroughfare of New York, while Sixth Avenue has been relegated to smaller and cheaper shops, and Twenty-third Street has been taken over by wholesale houses and factories.

Fifth Avenue is now the best advertised, and hence the best known, shopping street in the world, largely because its occupants have lost their fear of each other's presence in reaping the benefits of the current of trade coming to the thoroughfare from all quarters. They take pride in the street and co-operate to promote its growth and prestige.

The same principle applies to the competition of advertisers within a certain field or industry. Their very concentration draws attention to the product they are all advertising and their combined propaganda does much to enlarge the total volume of trade. example, our womenfolks are using more cosmetics and toilet aids than ever before largely because there are more advertisers of these goods than ever before. They buy more and better hosiery because advertisers have convinced them of the value of an impeccable appearance around the ankles. And all of us are using more tooth preparations because advertisers have dinned into us the advantages of a healthy mouth.

Competition is not in itself a thing to be feared. It is damaging only when it harms the industry. When it upbuilds the industry, it deserves a welcome.

Makes
Oil Burners
agreement with Company of New Jersey whereby it secured the right to manufacture and sell in the United States (exclusive of New York and New England) an oil burner made by a subsidiary of the Standard Oil of New Jersey.

Why should an automobile axle manufacturer go into the oil-burner business? Isn't the job of making and selling oil burners quite a different proposition from making and selling automobile axles? It is, indeed, and that difference is the reason why Timken has gone into the oil-burner business.

In that "difference" lies insurance for the continued prosperity of the Timken company, according to remarks to its stockholders made by its president, Fred Glover. "For some time past," said Mr. Glover, "the company has been desirous of employing part of its capital in a business apart from the automotive industry, in order to build up a more diversified market as a matter of business insurance."

The eleventh annual convention of the Automotive Equipment Association will be held at Chicago from November 8 to 13.

# Hyears ago The Ethridge Company in those

The Ethridge Company in those memorable days consisted of three or four very earnest men who were firm in their belief that there was a big thing to do for the Advertising profession itself.

So in one little room at 33 Union Square, New York, an ideal was born—that "the idea of the illustration was always to be as dominant as its execution."

Today, the vindication of that idea is expressed in the largest concern of its kind in the world, known wherever the word advertising is mentioned.

"The Best in advertising illustration"

## ETHRIDGE

New York 25 E. 26th St. Telephone Ashland 8820



## This process called marketing

It is more than production, more than advertising, more than salesmanship. It is all three combined plus a great many other factors.

Call it merchandising, call it marketing, call it what you will, any magazine which seeks to be of interest to advertising and sales executives must cover the subject from every angle.

The May issue of Printers' Ink Monthly contains more than thirty articles on merchandising subjects. It treats these subjects from a great many different angles. It discusses the new trends, the new developments and views them through the glasses of proved experience.

## Legwork, dignity and brains—the three essentials of selling

F. E. Moskovics, president, Stutz Motor Car Company of America, Inc., is primarily a salesman. At the Automobile Show in New York this year, Mr. Moskovics sold more cars than any other Stutz salesman at the show—except one salesman who beat him by one car. In PRINTERS' INK MONTHLY for May Mr. Moskovics discusses those qualities which are essential to a good salesman. Going back into his wide experience he mentions incident after incident to emphasize his points. It is a sound, practical discussion of salesmanship—no fireworks but a great deal of unusual common sense.

#### Face the facts!

A comparatively short while ago the H. G. Saal Company was making ten products because it believed there was a good profit in each product. A careful study of business conditions showed the company that it could make a better profit and do better business if it lopped five or six products off its line. Leslie S. Gordon, president of the company, tells in the May MONTHLY how his company abandoned its old ostrich tactics and made a sick business become well. It is a helpful story of business regeneration.

## Where does the individualist fit into the organization?

Every organization has its individualists and its organization men. The individualists are the prima donnas. Frequently they are geniuses. Just as frequently they somehow fail to fit into the working of the company. Behind them stand the organization men, dependable, thorough believers in co-operation. Frank Presbrey, president, Frank Presbrey Co., tells in the May MONTHLY what he has learned about the individualist, the organization man and their place in business.

#### An address for Gettysburg

The MONTHLY has never published an article quite like this one. It isn't really an article. It's a story—a story of a great American. Tucked away in the heart of this story is a message for every advertising and sales executive, a message that is delivered with a gentle, penetrating satire that makes it all the more pointed. It was written by Northrup Clarey, chairman, advertising committee, Standard Oil Company of New Jersey.

## How Ipswich Mills rebuilt the old sales motor

It often happens that the old reliable sales motor develops knocks and squeaks that lead the owner to believe it needs to be replaced. Usually it needs just a thorough overhauling. How Ipswich Mills accomplished this overhauling is told by Brackett Parsons, assistant treasurer of the company. This article, together with "Face the Facts," should be of great practical value to every executive who feels that the old motor is slowing down.

These articles are but five among more than thirty helpful articles touching many phases of marketing that appear in the May MONTHLY. Each one is a same discussion of some outstanding marketing problem, each one has a definite application to many lines of business. The table of contents of the May MONTHLY reads like a program for discussion at an important business conference, which explains why this issue will be read thoroughly by those advertising and sales executives who really count.

To publishers, advertising agents, direct mail producers and others interested in reaching advertisers, the MONTHLY offers a SELECTIVE audience of concerns that count. June issue will close May 10-15.

## Printers' Ink Monthly

185 Madison Avenue

New York City

## Advertising Club News

#### Financial Advertisers' Program at Philadelphia

The program of the Financial Adver-tisers' Association, to be held on June 23 in conjunction with the convention of tisers' Association, to be held on June 23 in conjunction with the convention of the Associated Advertising Clubs of the World, at Philadelphia, from June 20 to 24, includes the following addresses: "Are Banks Advertising Their Community or Should They?" T. H. Sewell, Ohio Savings Bank & Trust Co., Toledo, Ohio; "Living Up to Your Bank's Advertising," O. Howard Wolfe, Philadelphia Girard National Bank; "An Outsider's Viewpoint on Financial Advertising," Charles R. Wiers, National Shawmut Bank, Boston; "Selling Trust Advertising," Charles R. Wiers, National Shawmut Bank, Boston; "Selling Trust Service," Francis H. Sisson, Guaranty Trust Co., New York, and "Life Insurance Trusts," Clinton F. Berry, Union Trust Co., Detroit.

H. Ennis Jones, Franklin Trust Co., chairman of the program committee will preside. Carroll Ragan, United States Mortgage & Trust Co., New York, president of the association, also will speak.

#### Texas to Have Special Convention train

A special train consisting of seven Pullman cars is expected to leave Fort Worth, Texas. on June 16 carrying about 150 delegates from Texas to the convention of the Associated Advertising

convention of the Associated Advertising Clubs at Philadelphia on June 19. The train will travel by way of St. Louis and Washington to Philadelphia. State officers and directors of the Texas district of the Associated Clubs, of which James P. Simpson, of Dallas, is chair-man, will be in charge of the train.

#### \* \* \* Organize Club at Washington, Pa.

The Washington, Pa., Advertising Club was recently organized at a meeting that was attended by nineteen members of the Pittsburgh Advertising Club. Ernest C. Hastings was elected president. Harry P. Campbell, secretary of the Chamber of Commerce, was made secretary-treasurer.

#### Hibbing Club to Receive Charter

The Advertising Club of Hibbing. Minn., will receive its charter of affilia-Club of Hibbing. tion with the Associated Advertising Clubs of the World on April 30. Members of the advertising clubs of St. Paul and Minneapolis will attend the presentation.

#### Lee H. Jones, President, Mon-· treal Publicity Association

Lee H. Jones has been elected pres-ident of the Montreal Publicity Associa-tion. P. T. Davis has been made vice-president. Fraser Keith is second vice-president and H. M. Lyster, secretarytreasurer.

#### Advertisers Asked to Submit Window Displays for Exhibit

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Window Display Association has arranged to have three booths at the convention of the Associated Advertising Clubs of the World at Philadelphia next June. The booths will be constructed to represent dealers' windows. Manufacturers have asked to submit sketches and photo-graphs of window displays. No charge will be made to the manufacturers whose displays are selected for exhibi-tion at the convention. The headquarters of the association are at York.

#### Financial Advertisers to Discuss Directors' Problems

The sixth annual convention of the Financial Advertisers Association will be held at Detroit on September 20 to 23. The program is now being arranged by a committee under the chairmanship of a committee under the chairmanship of Clinton F. Berry, assistant vice-president of the Union Trust Company, Detroit. Mr. Berry informs PRINTERS INK that the program will very likely stress a number of new problems that confront boards of directors rather than copy chiefs and that determine broad policies.

#### Philadelphia Juniors Start Membership Drive

The Advertising Crafts Club of Philadelphia, the junior organization fos-tered by the Poor Richard Club, has started a membership drive. The club started a membership drive. The club hopes to have 200 members before the advertising convention in June, at which time it will co-operate with the Poor Richard Club in entertaining delegates.

#### St. Paul and Minneapolis Clubs Hold Joint Meeting

Members of the Town Criers Club of St. Paul, were guests at a joint meeting recently held with the Advertising Club of Minneapolis, at the latter city. A dinner dance was followed by a program arranged by Hart Anderson, president of the Minneapolis club.

#### Appointed Secretary of St. Petersburg Club

II. D. Pomeroy has been appointed secretary of the Advertising Club of St. Petersburg, Fla. He succeeds E. E. Garrison, who will direct the advertising for the joint committee of the ing for the joint committee of the Realty Board and the Chamber of Commerce of Bradenton, Fla.

#### Henry L. Despard Dead

Henry L. Despard, managing editor of *The Aderatter*, the publication of the Ad Craft Club of Detroit, died recently.

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Dispute over Slogan

"Lowest-in-the-city prices" is the slogan of R. H. Macy & Company, Inc., New York department store. The New York Better Business Bureau, of

New York Better Business Bureau, of which the store was a member, has requested the Macy company to discontinue the use of this slogan, on the ground that it is misleading. As a result of its insistence, according to Percy S. Straus, of the Macy company, the store has resigned from membership in the Bureau.

In a letter to Bayard Dominick, president of the Bureau, Mr. Straus said that although the store had supported the organization of the Bureau to halt misleading lines, its resignation was taken because the case in point was an "attempt at regulation of a merchandising policy." The Macy slogan, he said, is an exact statement of fact and to support it, Macy maintains a shopping staff to see that its petitive prices.

"We do not resthance succeed in ..."

prices were o per cent lower than com-petitive prices.

"We do not, perhaps, succeed in a full realization of our policy in an ab-stract or philosophical sense," Mr. Straus wrote. "but we are not dis-cussing academic unrealities. We are engaged in a very real and hotly com-petitive business." Through its staff of shooners and its sales force, he said.

register of the state of the policy of lowest prices and the said, every effort is made to live up to the policy of lowest prices and that this policy will be maintained.

The letter continued: "In order to carry out its policy, R. H. Macy & Company, Inc., has twice been forced to carry legal action to the Supreme Court of the United States, once in the so-called Book Trust case and again in the Victor Talking Machine case. Each time we were sued in an attempt to force us to sell at prices established by a manufacturer and higher than we thought necessary.

a manufacturer and higher than we thought necessary.

"Each time we won. In order to carry out our policy we have led the battle against the frequently proposed Price-Fixing Act, which would have forced the public to pay higher prices for their necessaries and conveniences. That bill has been defeated in committees of Congress. And recently the principle was defeated in a referendum of the United States Chamber of Compress. of the United States Chamber of Com-merce."

In reply to an inquiry from PRINTERS' INK, H. J. Kenner, secretary, said that a statement from the Bureau would be issued within the next week.

#### Membership Drive for Milwaukee Club The Milwaukee Advertising Club is

holding a membership drive. Efforts are being made to add 200 new names to its list of members.

#### Springfield Club to Hold Annual Dinner

The annual banquet of the Publicity Club of Springfield, Mass., will be held on May 19.

Macy Resigns from Bureau in C. K. Woodbridge to Attend British Convention

C. K. Woodbridge, president of the Associated Advertising Clubs of the World, has left for England where he will attend the convention of the British Advertising Association at Blackpool, which starts on May 1. H. R. Swartz, treasurer of the New York Advertising Club, sailed with Mr. Woodbridge and will also attend the convention.

#### Erwin, Wasey Transfer E. E. Jedele

Earl E. Jedele, for the last three years with the Chicago office of Erwin, Wasey & Company, advertising agency, has been transferred to the New York office.

Muriel Symington, until recently with the J. Walter Thompson Company, Inc., has joined the New York staff of the Erwin Waser agency.

of the Erwin, Wasey agency.

#### E. M. Bristol to Join Reimers & Osborn

Ernest M. Bristol, advertising manager and secretary of the Alfred H. Smith Company, New York, will leave that company on May 1 to join the staff of Reimers & Osborn, Inc., advertising agency, also of New York.

#### Hand Saw Account for Ferry-Hanly

The Michel Electric Hand Saw Company, Chicago, manufacturer of the Skilsaw, has appointed the Chicago office of the Ferry-Hanly Advertising Company, to direct its advertising account.

#### W. B. Remington Joins Springfield Agency

W. B. Remington, formerly general sales manager of Huyler's, Inc., New York, and Whiting & Cook, Inc., Holyoke, Mass., has become associated with the J. D. Bates Advertising Agency, Springfield, Mass.

#### Electrical Account for Merrill, Price & Taylor

The Metal Ware Corporation, Two Rivers, Wis., manufacturer of electrical appliances and electrical toys, has ap-pointed Merrill, Price & Taylor, Inc., Chicago advertising agency, to direct its advertising account.

#### C. J. La Roche with Young & Rubicam

Chester J. La Roche, recently with the sales staff of Collier's, has joined Young & Rubicam, Inc., New York and Philadelphia advertising agency. He was at one time advertising manager of The Mentor.

## The Little Schoolmaster's Classroom

THE Schoolmaster recently came across a talented and successful automobile salesman who capitalizes on the power of proper display upon every possible occasion. The latter never calls upon a prospect without taking care to park his demonstrating car in front of his prospect's house in such a way that it will look most attractive standing there at the curb while he talks to his hoped-for customer at the front door or

on the front porch.

"I have had a lot of success selling automobiles to country bankers," he says. "The bank is often on a corner and the president usually has his office in the back of the building where he can look out on the quieter side street. I study the position of his office, his line of vision through the big windows, and when I next call to talk about my product to him, I first park the brand new car on the opposite side of the street at an angle which will show it off best when seen from where he sits at his desk. When I start to talk he begins to look out of the window-as most business men do until you get their interest-and there stands my beautiful bright new automobile-on display at the curb outside! It allows me to talk to my prospect about my product just as if it were there with me in the very room-a thing physically impossible. In this way I have overcome the difficulty of selling an article which during business hours cannot be shown the prospect. I believe in window displays and the use of them which in my case happens to be a section of the street-the cheapest and best advertising display space in the world."

Not such a bad idea—this taking care that your product is always well displayed while you are selling it. There must be salesmen in many other lines who can take their display windows around with them, so to speak. At any rate, a salesman should never lose a chance to show off his merchandise to the best advantage while he is trying to make a sale, for the Schoolmaster finds sales follow hard and fast on the attractive display of merchandise, and this should not be thought of as applying to stationary showwindows only.

A letter from a Class member reads: "In visiting a Home Beautiful' exposition, where all kinds of household appliances were on display, the writer noticed nine different makes of household electric refrigerators exhibited. It was interesting to note that at this show there was a large booth equipped by one of the local ice companies in which was displayed the advantages of the old method of re-

frigeration."

Enclosed with the letter were specimens of the advertising matter issued by the local ice company. This advertising matter is characterized by undignified ridicule of electric refrigeration-ridicule inspired by unreasoning fear, it seems to the Schoolmaster, and wholly unwarranted by the facts in the case. The unprejudiced reader sees "panic" written all over advertising of this kind. One piece of matter put out by the ice company is a so-called poem in five awkward stanzas entitled "The Tale of Widow Jones," which tells a befuddled story of how a housewife tried an electric refrigerator, had sundry disappointing experiences with it, and then "Phoned for some ice, it was there in an hour. Greeted her ice man, a friend staunch and true, 'I'll never again try to be without you.' So list to this tale, though the trick stuff looks nice, for reliable service-Use City Ice."

Why does not someone within or without the ice company, and other ice companies and coal companies and users of oil burning devices, and brooms and carpet merntage

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A.B.C.

Reports on the circulation of

CollegeHumor

(a 35 cent magazine)

do not require close study or an auditor's knowledge to be read accurately

**VOLUNTARY CIRCULATION** 

353,000

NET FEBRUARY ISSUE

Still \$2.00 a line

## "General Sales Manager"

who has doubled the sales of a Nationally advertised product within eight months and maintained the sales, seeks new connection

> Available May 15 New York vicinity

Sales Manager Room 2012, 501 Fifth Avenue New York, N. Y.

#### A SALESMAN

who has successfully sold improved catalog, dealer-help or direct-mail ideas to sales advertising executives of large mfg. and jobbing concerns can "make his own bed" with us in exclusive virgin territory.

We are a long-established, wellfinanced manufacturing organiza-tion, about to expand and introduce patented devices through new direct creative selling.

Impressive samples simplify the visualization of our devices in use with the prospect's own catalog or other printed matter and speed up the close.

New York, Philadelphia, Boston, Pittsburgh, Chicago, Cleve-land, St. Louis, Los Angeles, and other sections open on straight commission basis; drawing account after ability in our line is proven.

First year's sales should approximate \$50,000; commission averages about 20%.

Write fully. A Address "X." Box

sweepers, and every other nonelectrical device, see the advertising opportunity which is like a nugget of gold dropped into their laps, when a new invention stirs the public of a community into a flurry of interest? The ice company, or the coal company, perhaps has jogged along for years, hopeless and helpless to think up advertising sensation which will arouse the people of its community to the realization of the advantages of its product or ser-Then, presto, like falling heir to a fortune, comes the news of electric refrigeration or an oilburning furnace or a coal strike. Almost overnight, the public is interested in everything to be said on both sides of the question, that is, everything constructive and helpful. When one side, generally the one representing the old device or method, resorts to ill-tempered scolding, vituperation, or cheap ridicule, instead of telling its story, it's time for wise men to weep and competitors to laugh.

"What book or books can I read that will help me in my style and give me dependable rules to guide me in my writing?"

The Schoolmaster was asked this question the other day by an aspiring copy writer. It is an ex-ceptional week when similar inquiries are not recorded.

To the young man in question the Schoolmaster said:

"Read the Bible."

The Bible is a good advertising text book because it contains not only examples of the most brilliant and forceful style but has the rules as well.

For rules to guide the copy writer the young man in question was referred to the fourteenth chapter of St. Paul's first letter to the Corinthians, beginning with the sixth verse:

But now, brethren, if I come unto you speaking with tongues, what shall I profit

speaking with tongues, what shall I profit you, unless I speak to you either by way of revelation, or of knowledge, or of prophesying, or of teaching?

Even things without life, giving a voice, whether pipe or harp, if they give not a distinction in the sounds, how shall it be known what is piped or harped?

For if the trumpet give an uncertain

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## 98.8% Coverage

Thirty-two automobile makers bought 448,898 lines of advertising in a single Chicago newspaper during 1925.

443,475 lines—or 98.8%—were bought by the following automobile manufacturers covered by one or more subscriptions to the *Printers' Ink* Publications:

Buick Studebaker Hudson-Essex Ford-Lincoln Chevrolet Willys-Overland Cadillac Franklin Chrysler Dodge Cleveland Hupmobile Pierce-Arrow Chandler
Oldsmobile
Nash-Ajax
Durant-Flint-Star
Rickenbacker
Oakland
Page-Jewett
Wills-Sainte Claire
Peerless
Moon-Diana
Gardner
Jordan
Packard
Velie

This 98.8% coverage of an important source of advertising is another reason why publishers, advertising agents and other discriminating buyers of advertising select *Printers' Ink* and *Printers' Ink Monthly* to carry their sales messages to the largest advertisers in all industries. Consult the latest A. B. C. reports.

## Printers' Ink Publications

185 Madison Avenue, New York City



## House

We are producers of some of the oldest and most successful house-organs in the country. Edited and printed in lots of 250 to 25,000, at 5 to 15 cents per name per month. Write for a copy of The WILLIAM FEATHER MAGAZINE.

We produce The Tindeco Magazine The William Feather Company 607 Caxton Building : Cleveland, Ohio

FOR YOUR REFERENCE

### Club Members of New York

ADDRESS, SECRETARY 51 EAST 42ND STREET NEW YORK

#### **PERSONALIZED** HOUSE ORGANS

Let me create and edit a businessgetting House Organ for you. They sell; they create good-will; they are moderate in cost. Details and samples on request. Address W. L. Ballon, 638 Federal St., Chicago, Ill.



Murray Hill 2597 28West 448 St.



voice, who shall prepare himself for war? So also ye, unless ye utter by the tongue speech easy to be understood, how shall it be known what is spoken? for ye will be speaking into the air. There are it may be so many kind

There are, it may be, so many kinds of voices in the world, and no kind is without signification.

If then I know not the meaning of the voice, I shall be to him that speaketh a barbarian, and he that speaketh will be a barbarian unto me.

So also ye, since ye are zealous of spiritual gifts, seek that ye may abound unto the edifying of the Church.

Wherefore let him that speaketh in a tongue pray that he may interpret.

For if I pray in a tongue, my spirit prayeth, but my understanding is unfeatiful. fruitful

What is it then? I will pray with the spirit, and I will pray with the understanding also: I will sing with the spirit, and I will sing with the understanding also.

What can be better?

St. Paul tells the whole story

The reason some people do not know the Bible is that they look upon it only as a treatise on religion and not as a work of literature. But they need not be afraid to read it for its literary worth even at the expense of accidently soaking up a little bit of religion. This would not hurt them any. Even advertising men could stand some of it.

The vice-president in charge of sales for an underwear factory told the Schoolmaster recently how he helped partially solve a problem by the use of one sentence. For some time his large force of salesmen had been getting a fair amount of new business. But an increasing number of old customers had, in the meantime, been dropping by the wayside. tried letters to his salesmen and heart-to-heart talks at the office to urge the necessity of closer contact with old customers as well as efforts to get new ones. old customers were old stories to this sales force working to beat quotas. The condition improved slightly but it was still bad.

Then the vice-president tried his plan. Each man had been given last year a diary cover with his name in gold letters at the bottom. In the centre, also in gold letters was the company name and

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## A big man can make this HIS LIFETIME OPPORTUNITY

THIS opening will appeal to a man who has had broad experience in agency new business departments. Or who through service as an account executive, or as the head of his own agency, has acquired the technique of new account solicitation, follow through and closing.

We are a new agency organization, but staffed and equipped to give the most modern type of service. Adequate capital, a supporting volume of business and unusual connections give a substantiality that is generally found only in old established concerns where opportunity is relatively small. Location, New York City.

Most important of all, however, we have a service and selling angle which has opened practically every door we have approached. It will open doors for another team-mate in our organization who is a seasoned agency man and who knows what to do when he has passed the door.

To a man who is capable of meeting and dealing with first rank executives, who has confidence in his ability to present a sound sales story and close business with adequate support, this can be made a life-time opportunity.

The man we are seeking would not care to write his life history in reply to an unsigned advertisement, but he will know what to say to justify us in interviewing him.

> Box No. Z161 PRINTER'S INK

### SALESMEN SALES MANAGERS

This ad is addressed to the real salesmen, and is not intended for the men who are trying to soil as a makeshift.

We hope it will reach two real salesmen who have been accustemed to earning at least 55000 per year and are now ready for THE separaturish.

Source per Jean opportunity. This institution is only nine years old and is doing many million dollars worth of busi-ness annually. We sell a service to merchants

and individuals.

The men selected will be given a brief period of intensive training, during which time they must earn, on a commission basis, a minimum of \$84.00 weekly. After learning this businesse, they will be placed in charge of our branch offices in Philadelphia and Detroit. Compensation as a branch Manager on a drawing account basis plus percentage of business secured.

If you are a strictly high grade salesman with a good education and address, an excellent appearance and between twenty-five and learning the salesman with a good education and address, an excellent speaking the salesman with a good education and address, an excellent speaking the salesman with a good education and address, an excellent speaking the salesman with a salesman with the salesman with the

Address "W," Box 158, care Printers' Ink.

#### Advertising Agency Man Wanted

New York office of fully-recog-nized, well-established New York and Chicago Advertising Agency desires services of a man thor-oughly experienced in agency practice and routine, who can produce good copy and handle booklet work completely. Must come well recommended and have A-1 selling ability and personality. A man now conducting small business of his own can associate himself with a recognized agency. Write fully, stating age, experience, salary, etc., or your application will not be considered.

"A," Box 162, Printers' Ink

#### Where's a COPY MAN Who Knows MAIL ORDER SELLING?

MAIL ORDER SELLING; 7

Rapidly growing agency wants capable man as assistant copy chief. He must know how to create, lay out and write resultful advertisements, folders, etc. He should know something about media. Knowledge of house-to-house faid will be heipful. Right man will develop quickly into director's position. When he proves his worth he will be paid \$5,000 or more a year. If your experience qualifies you, write fully about yourself and salary expected to start, work. Interview will be arranged. Box "J" 169, care Printers' Ink.

trade-mark. Each month a new filler was sent with a letter to be slipped into the cover. diary notebooks were popular with the salesmen. The vicepresident ordered a new lot of covers. He made one change. In the place where the trade-mark had been printed he ran instead this one sentence in gold letters:

"Every customer is a prospect for our competitors."

He wrote a letter enclosing the new cover to each salesman in which he asked that the new cover be substituted for the old, and the new thought on the cover be used as regularly as each page in the daily diary. He tells the Schoolmaster that every man acknowledged the new cover and that closer contacts with old customers The vicefollowed soon after. president hasn't entirely solved his problem yet. It is one faced by many industries. But his one sentence idea on the notebook cover, he says, has helped more than any amount of talks or letters.

Some of the best sales letters do very little obvious selling of the high-pressure type. For instance, the Schoolmaster recently received from a member of the Class a copy of a letter sent out to a selected list of 120 jobber executives by the Bonney Forge & Tool Works, Allentown, Pa.

Here is the message:

This letter hasn't anything to do with business!—but it isn't a crime once in a while to just take a few minutes away from regular work to think about something else.

thing else.

Next time you step out into a trout stream, and I hope it will be real soon, try this fly on the end of your leader.

It's a Bonney "fin" fly.

No, we are not selling them.

We are just letting you into a real

I will make you a nice bet that you will find this a real killer.

Fred S. Durham,

Vice-President and Treasurer.

Attached to the top of the letter by a piece of mending tissue was an honest-to-goodness trout fly, all ready to be attached to the end of a fish line.

This isn't high-pressure selling -far from it. It is, however, the 1926

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S e Subscription 83%

attest the reader interest of the

merican Tumberman

Est. 1873 CHICAGO, ILL. A.B.C.

YOUR PRODUCT will find its market in the CHURCH FIELD through the preachers' trade journal

THE EXPOSITOR

710 Caxton Building, Cleveland, Ohio 17 West 42nd Street, New York 37 South Wabash Avenus, Chicago Sample and rate card on request.

#### NO NATIONAL ADVERTISER CAN AFFORD TO OVERLOOK THE GERMANS IN ROCHESTER

There are 47,282 German-speaking people in Rochester according to the 1920 U. S. Census and there are nearly 75,000 Germans within the 40 mile radius. APPROXIMATELY 5,000 GERMANS, AUSTRIANS AND SWISS HAVE COME TO ROCHESTER DURING THE LAST THREE YEARS.

This large and desirable field can be covered by advertising in

L. KLEBAHN 12 East 41st St. New York ROCHESTER'S GERMAN DAILY

50,000 GERMANS IN ROCHESTER

FRANKLIN A. WALBO 140 S. Dearborn St. Chicago Western Adv. Rep.

Eastern Adv. Rep.



TORONTO-92 Adelaide Street West

ltigraph Ribbons Reinked process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy Placed W. Scott Ingram, Inc.

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#### ACCOUNT **EXECUTIVE!**

Fast-growing advertising agency, more than doubling its present floor space and desirous of further expansion. invites inquiries from men of high calibre. Splendid facilities for unusual copy, merchandising, art and typography service within the agency. All letters in strict confidence.

Address "H." Box 168, care of Printers' Ink.

#### Mail Order and Sales-Thru-Agents EXPERT

is wanted by successful printing company to assume complete re-sponsibility of developing and en-larging well-established and prontable business in embossed personal able business in emission personal stationery, playing cards, Xmas cards, etc. Exceptional opportunity with full backing and support is offered to the right man who will invest \$3,000 in this business. Write full details of your experience and salary desired or your application will not be considered.

Address "D," Box 164, care of Printers' Ink.

#### **Printing Salesman** WANTED

Well established New York printing company desires thoroughly experienced aslieman who can figure costs and quote prices while calling on customers. Must have good appearance and good record. Write rully in confidence. State terms desired or your application will not be considered. Address "C," Bex 163, Printers' Ink.

#### ADVERTISING REPRESENTATIVE

Opportunity for advertising representative who is now selling publicity advertising for a high class magazine to Join a new publication. He will handle only publicity business and will be responsible for the volume of business in this publication which is about to be issued by one of the largest publishing houses. Good starting salary which will be increased as volume increases. Our staff knows of this advertisement; replies held in strict confidence. Address "E." Box 166, care Printers' Ink, 230 South Clark St., Chicago. Ill.

kind of friendly selling which makes friends out of mere customers.

#### Delco Salesmen Honored by Dayton Advertisers

A tribute to the salesmen of the Delco Light Company, Dayton, Ohio, was paid recently by the heads of Dayton industrial concerns in a two-page newspaper advertisement which page newspaper auvertisement which appeared during the Delco sales convention. The copy stated that "Dayton realizes the value of this industrial plant more and more as each day comes and goes. And she appreciates more fully the fact that but for these men—the men who sell Delco-Light and Frigidaire products—this great plant would not have been."

#### Join New Haven, Conn., "Union"

Noel C. Breault, formerly manager of automobile advertising of the Spring-field, Mass., *Union*, has been appointed advertising manager of the New

field, Mass., Union, was advertising manager of the New Haven, Conn... Union.
Frederick G. Cook, who has been national advertising manager of the Springfield Union has joined the New Haven Union in a similar capacity.

#### Grand Rapids Photo Engravers Advertise

The Grand Rapids, Mich., Photo En-The Grand Rapids, Mich., Photo Engravers Club, has entered upon an advertising campaign to bring to the attention of western Michigan advertisers the value of illustrations and photo engravings in advertising. A committee has been appointed to supervise this work.

#### O. S. Stovall Advanced by Los Angeles "Herald"

Otis S. Stovall, formerly classified promotion manager of the Los Angeles Evening Herald, has been appointed promotion manager. He succeeds Charles D. Truman, who has become general manager of the Credit Guide Publishing Company, also of Los Angeles.

#### R. W. Chamberlain Advanced by Stanley Works

Rodman W. Chamberlain has been appointed Eastern sales manager of the hardware division of The Stanley Works, New Britain, Conn. He has been with this organization for twelve years.

#### Lewis Abbott Crossett Dead

Lewis Abbott Crossett, president of the Lewis A. Crossett Company, North Abington, Mass., shoe manufacturer, died at Cohasset, Mass., on April 24. He was sixty-seven years old.

## Classified Advertisements

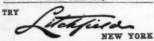
Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

#### BUSINESS OPPORTUNITIES

#### Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery

Conner Fendler Branch, A. T. F. Co., New York City



A GOOD INVESTMENT

Anyone interested in investing (\$5000.00) five thousand dollars in a going Photo-graphic and Commercial Art Service now paying dividends, please write Box 486, Printers' Ink.

#### Advertising Promotion

If you want more business, communi-cate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

#### MAGAZINE OPPORTUNITY

Unusual opportunity to purchase an established monthly magazine catering to special high-class list of subscribers. This is a very profitable field with excellent potential possibilities. Going business. Deal direct with publisher—no brokers. Address Box 498, Printers' Ink, Chicago.

#### FOR SALE

Corporation engaged in selling direct to Corporation engaged in selling direct to the consumer, will sell their established business at an attractive price. The purchaser will be furnished with a complete operating plan in addition to all necessary equipment and sales organization. This is an opportunity to secure a business ripe for big development. For further particulars address D. Gural, 5415 Willows Avenue, Philadelphia, Pa.

#### Have You an Article for us to manufacture and sell?

A large manufacturer with plenty of capital wants a new product to make and market. It should be an article to sell chiefly through grocery stores—something that could be widely used and advertised, but preferably not a food. An attractive proposition awaits the person who now has can find or suggest such a product has, can find or suggest such a product. Address Box 505, Printers' Ink.

#### Trade, Class and Technical Publishers

I have had six years of active, productive selling in Eastern territory. Production and earnings have increased each year. Represent successful trade paper in New York territory at present. I have time York territory at present. I have time and ability to represent another paper. If you want steady renewing business write Box 490, Printers' Ink.

#### TO MANUFACTURERS

A representative with sales and advertising experience wants exclusive for reliable concern selling a product of merit. Young enough to learn and hustle and old enough to know how.
If interested, let's meet,

Box 489, Printers' Ink

#### HELP WANTED

Rotogravure Salesman: trade, has splendid opportunity for large income. Applications will be treated strictly confidential. American Multistrictly confidential. American Color Corp., 209 West 38th St.

Salesman Wanted-Acquainted with book manufacturers to carry side line; no samples will be required. A liberal commission paid and all communications strictly confidential. Box 493, Printers' Ink.

### Photo-Engraving Salesman

for live, growing New York City concern. Only one with experience and accounts need apply. Write Box 487, P. I.

#### Business Manager

Artist of international reputation desires high-class salesman to merchandise her work. Box 510, Printers' Ink.

#### SALES PROMOTION MAN

Rapidly growing Milwaukee manufacturing concern wants young man who has had training in sales correspondence, sales follow-up systems, and direct mail sales work. To the correctly trained man who is willing to accept responsibility we offer an exceptional opportunity at a fair starting salary.

Your first letter, complete as to your qualifications, will be treated as strictly confidential. Box 507, Printers' Ink.

WANTED: Man to edit trade magazine; also capable of selling advertising and subscriptions through mail solicitation, reading proof, making dummy, handling printing, billing, etc. In short, to take entire charge and handle all details of monthly trade journal. Salary \$2,000 and commission on advertising. Give full details confidentially. Box 485, P. I.

#### EXPERIENCED FINANCIAL ADVERTISING WRITER

Financial copy writer wanted by advertising agency, preferably a man who has a college training and extensive newspaper reporting or agency experience supplemented by a practical knowledge of innancial advertising. Give complete details of experience and state salary desired. Applications treated in strict confidence. Box 499, Printers' Ink.

#### OIL SALESMAN FOR AUTOMOBILE OR INDUSTRIAL LUBRICATION

We seek a man of enough energy and ambition to fit himself for subsequent promotion to supervisor or district manager. Write, in confidence, full details of education, experience, age, salary required. Appointment only by mail. Panhard Oil Corporation, 122 Greenwich Street, New York City.

#### We Want the Right Man

To secure advertising (for the world's most important import, export, industrial and commercial directory) in each city in the United States having a population over 250,000. Strictly a commission proposition. Sole and exclusive territory granted. All reasonable co-operation. No advances, no expenses, no drawing account. Unusual opportunity. Apply by letter only, furnishing two references. Suite 1005, at 1841 Broadway, New York City.

## WANTED Sales Manager

Dayton, Ohio, concern manufacturing a food staple long established and well advertised selling in central states wants a capable energetic sales manager who can lead, interest and keep enthused a sales force of about 40 men working retail grocery trade for account of jobber. Salary at start \$500 per month. Application—positively confidential if requested. Address P. O. Box 764, Dayton, Ohio.

ADVERTISING COPY WRITES Must have advertising agency copy and layout experience and able to plan, display and write forceful selling copy for national and local advertising campaigns. Submit complete details, experience, qualifications and salary expected. Address W. A. Krasselt, 564 Milwaukee St., Milwaukee, Wis.

Advertising Salesman Wanted Well established Indianapolis firm wants an aggressive magazine or newspaper salesman with a record for getting results, for work in above city on higher and the sales of the sales week plus very liberal bonus, making it an unusual opportunity for man who can produce. Give details in application. Box 493, Printers' Ink.

## Purchasing Manager

Opportunity for agreeable permanent department management, large concern. Must know paper, finishes, types, values and paper market, and have good printing taste. Purchases of printed matter, loan forms, circulars, stationery, etc. (none sold), amount to \$75,000 yearly and growing. Three or more years' practical job printing experience; or graduate of type graphical school; or production manager in a small advertising agency; or experienced as a purchasing agent of printed matter. Kindly write for interview, stating experience.

BENEFICIAL OPERATING BUREAU
468 Fourth Avenue, New York
Ask for Mr. Odone

## COPYWRITER

Large electrical refrigeration manufacturing comlocated in middle pany, wishes to employ west. young man as copywriter. This is an exceptional opportunity. Man preferred who can make layouts as well as write copy for advertising booklets, broadsides, folders, and so forth. In writing please state age, education and previous experience. Also send photograph. Apply Box 509, Printers' Ink.

Adver Cover tions, at low

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#### MISCELLANEOUS

#### COMMERCIAL ART

Advertising Illustrations, Letterheads, Cover Designs, Labels, Catalog Illustra-tions, Cartoons, and Photo Retouching at lowest prices. Zinc Etchings and Halftone Engravings. Balda Art Service, Oshkosh, Wis.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 10, 1926, at 12 o'clock noon. Chas. H. Thayer, Pres.

#### POSITIONS WANTED

Assistant to advertising or merchandise man; artist, layout, production and copy ability, secretary; four years' experience, references. Address Box 503, Printers' Ink.

Advertising man, 25, 5 years' experience, University graduate. Chicago. Phone Dorchester 5594.

Woman Secretary to successful copy-writer for 3 yrs. desires position on either coast. 27 yrs. old. Can take rapid dicta-tion or write own letters. Interested in copy writing. Box 504, Printers' Ink.

ARTIST
REE LANCE First quality lettering and listrations. Work guaranteed of no houses mode—phone—SPRING 9294

PRODUCTION MAN Agency experience. Seeks position in New York Agency or will help Advertis-ing Manager needing DETAIL MAN. Age 28. Salary \$50. Box 508, P. I.

#### MAIL ORDER

A long, interesting experience getting results for many varied mail order accounts: Agents, C.O.D. and direct sale. Box 491, Printers' Ink.

#### DIRECT MAIL

Formerly with two large organizations specializing in sales promotion and re-tailer display, also mail order experience; proven ability to analyze problems, write pulling copy, visualize unusual layouts; pulling copy, visualize unusual layous, present salary \$160 weekly. Box 492, P. I.

#### AVAILABLE

Circulation Man with nineteen years' experience in magazine subscription and circulation work. His connections have been only with three leading magazine publishing houses. Age 36; healthy; well educated, and excellent references. Box 488, P. I. ARTIST-Lettering and layout man with five years' practical experience, good figure draftsman, now employed, desires position offering opportunity to do figures or desk space with Box 496, Printers' Ink. small agency.

#### COPY WRITER

with knowledge of layout and production seeks opportunity with agency or manu-facturer. Now employed. Familiar with house-organ, direct-mail, and display. College graduate: Protestant, Box 494, P. I.

#### ART DIRECTOR

For ten years Art Director of one of the largest New York Advertising Agencies. Prefers position in or near New York. Will submit full details of experience in personal interview. Ad-dress Box 497, Printers' Ink.

ADVERTISING SALESMAN-Thoroughly experienced, high calibre man; in-dustrious, reliable worker; successful dustrious, reliable worker; successiu large producer in general magazine, class and trade publication work; wide acquaintance N. Y. C. and Eastern advertisers and agencies; best references; services available for established publisher; strict confidence. Box 501, Printers' Ink.

#### Free Lance CARTOONIST--

25 years' experience-will design snappy covers, comic pages or strips, illustrated puzzles and margin illustrations for your house-organ or other printed mat-ter. Terms reasonable. Send copy of your house-organ if convenient. Walter Wellman, Montvale, N. J.

#### SOME MANUFACTURER

who requires a sales promotion man or advertising manager can advantageously use my services. Nine years' sales promotion and advertising experience, including personal solicitation. Able correspondent and copy writer. Age 26, single. Salary secondary to opportunity. Available at once. Address Box 500, Printers' Ink.

#### ADVERTISING MANAGER

Thoroughly trained in plan, copy, and production of publication and direct advertising through seven years' agency and departmental experience as assistant executive and advertising manager. Seeks opportunity with manufacturer who wants a dependable, able, and experienced man to handle his advertising. Energetic worker, good organizer and efficient executive. Box 502, Printers' Ink.

#### Wide-awake!

Young married man associated with printing and publishing business for six years, seeks position with agency, department store, or manufacturer. Writes result-getting copy, understands type, layout, engravings; has sales experience. College trained, Protestant. J. B. Robinson, Grove City, Pa.

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In the five years of its existence this advertising agency has grown slowly, but steadily and surely, to its present very appreciable size. It has done this without the aid of outside backing, political or financial. It has never been appointed because of outside influence. In each case it has been chosen by the men in active charge of the client's business, because they believed this was the proper place for them to be. Consequently it has always been able to work with its clients unhampered and give them the best performance of which it is capable. And this accounts to some extent for the fact that its performance has been so strikingly successful.

THE JOHN H. DUNHAM COMPANY

Advertising

CHICAGO



Food products advertisers spent 20% more of their advertising appropriations in The Chicago Tribune during the first quarter of 1926 than in any other Chicago newspaper.